

*Twelfth*

# Twelfth Annual Desert Circus Edition of The Desert Sun

ESTABLISHED 1927

## TEMPERATURES

	Max.	Min.
Friday, Mar. 5	71	35
Saturday, Mar. 6	74	36
Sunday, Mar. 7	75	43
Monday, Mar. 8	78	39

# The Desert Sun

Of Palm Springs, California

Vol. XXI—No. 64

4 Sections

Tuesday, March 9, 1948

32 Pages

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## Village All Set for 12th Annual Desert Circus

### 4 Days Of Fun On Hand

From Desert Inn Luncheon  
Tomorrow to Jamboree  
Saturday, City Celebrates

With preparations complete, hard-working committees breathing a sigh of relief and preparing to relax after weeks of endeavor, four days of fun and respite from the ordinary cares of life are on hand. The 12th annual Desert Circus gets under way tomorrow.

From the moment the first guest sits down at the lavish luncheon event at the Desert Inn Wednesday noon until the last celebrant departs from the unique frontier village of the '49er Jamboree Saturday night, a gay carnival spirit will rule the entire Village.

WESTERN TOGGERY was being brushed and polished as both Villagers and visitors prepared to bedeck themselves appropriately for this western mardi gras. Flags waved throughout the business district and bunting lent its color to the store fronts.

It's truly Circus time! And from his beehive of activity at Circus headquarters General Chairman Bill Grant pronounced everything in readiness for the big four days of celebration in which thousands of persons will participate before the conclusion Saturday—or perhaps more appropriately, Sunday a.m.

**SCORES OF UNSELFISH**  
civic-minded residents of Palm  
See DESERT CIRCUS, Page 5

### Queen Marilyn the First Is Crowned—



ESCORTED—The mayor, Clarence A. Hyde, leads the grand march at the Coronation ball, with Circus Queen Marilyn McKay. The Coronation ball was staged by the Junior Chamber of Commerce and Business Women's club. (Partridge photo.)



QUEENLY—Three queens, the first, Louise Roberson Schilling, left; the present and twelfth, Marilyn McKay, and the tenth, Ruth Roberson LaValeur, right. They were together at the Coronation ball given by the Junior Chamber and Business Women's club last week. (Partridge photo.)

### —Elaborate Ceremonies Mark Circus Coronation Event



ASSISTED—The Queen gets councilmanic aid with her robe. Left to right, Page Boy Jimmy Lewis, Councilman Charles Farrell, Queen Marilyn McKay and Hollie Vaile. (Partridge photo.)

### Noble Drops Out of Race in Sixth District

### C. of C. to Meet New Directors At Noon Rally

Arch Noble, local realtor, yesterday announced that he was withdrawing from the city council race in District No. Six where four had filed for the election April 13.

In a formal statement to the press Noble said:

"I should like to withdraw my name from the list of candidates for councilman of the Sixth district, inasmuch as at the time I entered, I did not know that Frank Miller, with whom I am associated in business, was also planning to run. I am withdrawing in order to work for him in the campaign. I wish to thank all of the friends who had confidence in me and asked me to run for the office."

Noble's withdrawal leaves three candidates in the field in District Six: Thomas Kieley, incumbent; Herbert W. Burns and Frank Miller. His withdrawal also reduced the field seeking the five council positions at stake in the April election to 14.

### Circus Judges

Tony Burke Will Again  
Head Important Group

Anthony Burke, chairman of the Desert Circus parade judges yesterday announced the line-up of those who would determine the winners in next Saturday's big spectacle.

Besides himself the judges will be Charles Farrell of the Racquet club, Earl Henderson, winter visitor from Portland, Ore., Earl Cordrey, noted illustrator and Ray Cree, wellknown Villager of long standing.

Burke had tried to get Edgar Bergen to bring Charley McCarty down to be a judge but press of radio engagements prevented their appearance.

See DIRECTORS, Page 4

By Phat

Auto makers will have to hustle  
Rebuilding cars to fit that bus-  
ticle.

It's about time to stick my neck out and have it stepped on again . . . To tread in no-man's land and discuss women's styles . . . But glancing in shop windows and looking at the women on the sidewalks (just a cursory glance, Mrs. G.) leads me to believe that the new look hasn't stopped yet, pilfering from the old . . . They're going deeper and deeper into the past . . . Saw one of those starched underthings with ruffles on it the other day . . . Although never one to peruse the lingerie section of the Sears-Roebuck catalogue when a youngster, I could see that it was another item withdrawn from the dim past. ♦ ♦ ♦

AND THAT'S not all . . . I saw something the other day that had all the earmarks (an ill-chosen expression right there, if ever there was one) of one of those back porch effects shown so strikingly in the Goday prints . . . If bustles are put back (and where else?) it's going to mean a lot of work for a lot of people . . . For instance, take the auto industry . . . They'll have to revamp all of their machinery to build seats to accommodate the bustles . . . And here in Palm Springs where horse-back riding is the main diversion, will they go back to side-saddles? Well, maybe I shouldn't worry about things like that . . . After all, as I have been informed at home and abroad, it's none of my business . . . Anyway, with these padded effects (shoulders) a lot of women are going in for equipment that looks like football armor. ♦ ♦ ♦

PROBABLY right here would be a good place to mention the Desert Circus . . . But I can't think of anything that hasn't been said in practically every column of the paper . . . Harry Harper said today that he had written more words about the circus than there are in *Forever Amber*, another circus . . . Or *Gone With the Wind*, but maybe See THIS SIDE OF SUN, Page 5



FIRST AT FIELD CLUB—Back in 1936 Little Bear lead the third annual Desert Circus parade into the Field Club in the grand entry. It was the first Desert Circus event celebrated there twelve years ago. (Photo by courtesy of Little Bear.)

### Schedule of Events

12th Annual Desert Circus . . . March 10 to 13, inc.  
Bill Grant, General Chairman

NOON, Wednesday, March 10—ANNUAL DESERT INN LUNCHEON, terrace of Desert Inn. George Roberson, general chairman; Barney Hinkle, Kangaroo Court chairman. Leo Fields, Kangaroo Court judge.

NIGHT, Wednesday, March 10—VILLAGE INSANITIES, first performance, Wars Memorial Little Theatre. Direction Melba Bennett.

NOON, Thursday, March 11—WESTERN BARBECUE AND FASHION SHOW, Rogers' Ranch. Trav Rogers, chairman, and Leo Fields, judge.

NIGHT, Thursday, March 11—VILLAGE INSANITIES, second performance.

2 P.M., FRIDAY, March 12—ANNUAL KIDDIES PET SHOW, packed space between approaches to old El Mirador Hotel. Bob Bennett, chairman.

NIGHT, Friday, March 12—VILLAGE INSANITIES, final performance.

10 A.M., Saturday, March 13—12th ANNUAL DESERT CIRCUS PARADE, originating in El Mirador Hotel area and moving southward along Palm Canyon Drive to dispersal point at Ramon Road. Phil Delano, chairman. Grandstands at judges' stand near Bullocks and Plaza.

2:30 P.M., Saturday, March 13—WILD WEST SHOW AND SWEETHEART OF CIRCUS JUDGING, Field Club. Frank Bogert, chairman. Award of Cadillac set for 4 p. m.

NIGHT, Saturday, March 13—'49er JAMBOREE, at Frontier Village on Bullocks parking lot. George Strebe, chairman, assisted by members of Los Compadres.

NIGHT, Saturday, March 13—CIRCUS DANCES, Tennis Club and Racquet Club.

### For Sweet Charity

First Circus Held in 1934 With Prelude  
In 1928; Churches Benefited from Early Events

This week's Annual Desert Circus has its start in sweet charity. And while the first circus was officially held in 1934, there was a prelude in 1928 which had a lot to do with the celebration which has grown to such proportions.

It was back in 1928 that the Catholic people of the Village wanted to raise funds for a new church edifice and they asked Little Bear to put on a show for them.

THAT SHOW was held on the old Indian grounds back of the golf course and was a thriller, cowboy races and games and wound up with a big chariot race. The affair raised \$2200 toward the church fund. Norman Farrar and Little Bear worked hard for that one and Father Levies was lavish in his praise for their efforts as was Mrs. Theresa Hicks who had charge of the barbecue that went with the show.

Then in 1934, Mrs. Hicks and Mrs. Thelma Wehtheimer asked Little Bear to put on a show with the youngsters to help raise funds for the Catholic church which had by then been built.

LITTLE BEAR asked the aid of Miss Katherine Finch of the schools and she supplied a list of 50 kids who took part in the event. Then it was decided to call it the Desert Circus, the name being suggested by Mrs. Wertheimer.

Others became interested and the Desert Circus became an annual event.

Nellie Coffman suggested a parade and it went over with a bang. After the show Wertheimer

See SWEET CHARITY, Page 4

### Kramer Wins From Riggs in Tennis Classic

More than one thousand persons saw some of the best tennis ever exhibited in Palm Springs when Jack Harris brought his four top net stars to the Tennis club for three thrilling matches.

Top interest was in the renewal of the Jack Kramer-Bobby Riggs transcontinental duel which went to Kramer 6-3, 8-6. It ran the score of their singles matches from coast to coast to 28-16 in Kramer's favor.

In the preliminary match Denny Pails, Australian champion, and Pancho Segura, South America's best, split even. Segura took the first set 6-3 but bowed to the Australian champ in the second, 6-1.

In a doubles match Riggs and Pails defeated Kramer and Segura, 6-4, 6-4.

Many southland notables, moving picture stars and a flock of Villagers were in the enthusiastic gallery numbering 1157 who paid \$5215 to watch.

### To Address Lions

William Murphy, FBI agent in charge of the San Diego office, will be the speaker at the Lions Club luncheon Thursday. He will speak on "Confidence Men are Smart."

### The PUBLISHER'S Corner by OLIVER B. JAYNES

WELCOME VISITORS to Palm Springs! On behalf of the entire community, The Desert Sun greets you and invites you to join us in the many events that have been planned for the 12th Annual Desert Circus. They're going to be lots of fun! You can read all about them in this special Circus Edition which also carries greetings from our shops, stores, hotels and places of entertainment.

The gay mood of the week was established at Thunderbird Ranch last night when throngs gathered for a colorful Mexican Fiesta . . . Always a big feature of Circus Week, the Desert Inn luncheon tomorrow noon will mark the first session of Kangaroo Court. Many a notable will be hailed before Magistrate Leo Fields between the entertainment numbers . . . The scene shifts to famed Rogers Stables Thursday noon for an old time Western barbecue and a new look fashion show. Professional models will bring a premium on front seats and the men will be represented as well.

All the while the Village Insanities show will be playing to packed house at the new Wars Memorial Building. The premiere Wednesday night is sold out, we understand, but a few seats for Thursday and Friday were still available yesterday. This takes us up to Saturday—the busiest day of the year in Palm Springs. From the moment that Honorary Mayor Bob Hope makes his appearance at the head of the famed Circus Parade in the morning until the last "turn of the wheel" at the '49er Jamboree, it will be crowded with fun and entertainment.

THE WILD WEST SHOW Saturday afternoon at the Field Club promises to be a thriller from start to finish—fun for young and old. Horses take the spotlight—everything from the prancing parader to the educated cow pony will be there to help their masters win a prize. When the dust has cleared away, Villagers and visitors will meet again at "Frontier Village," which will be set up on Bullock's big parking lot. The '49er Jamboree is for everyone and all are promised an evening of fun and entertainment. This is a new Circus Week event sponsored by Los Compadres—an occasion no one will want to miss.

In the meantime and in between time there will be gay goings on at the many Village night spots where a variety of famed entertainers will add to the merriment of the week. The lights will be burning late Saturday night at the Tennis and Racquet Clubs, too, for members and their guests will be dining and dancing into the morning hours.

Get out your Western togs and get into the carefree spirit of Desert Circus Week . . . and come back to see us in April and May—the most delightful months of all in Palm Springs!

## JAYNO TELLS ALL

For real tennis enthusiasts, Sunday was an exciting day. They thrilled to the sight of the precision, the form, the finesse of the world's finest tennis players . . . They were almost oblivious to the discomfiture of the two hard benches and too bright a sun to which they were subjected, for here were Kramer, Riggs, Segura, and Pails . . .

## Earl Coffmans Hosts at Party For Harpers

## Desert Inn Picnic Grounds Scene of Barbecue Sunday Noon

Mr. and Mrs. Earl Coffman entertained a group of their friends on Sunday afternoon at a barbecue luncheon party in honor of Mr. and Mrs. Harry Harper. The scene of the outdoor party was the Desert Inn picnic grounds near the Palms to Pines highway. Johnny Boyle was on hand to play and sing for the guests.

Present were Messrs and Mesdames George Roberson, Earl Streb, Barney Hinkle, Charles Mathews, Harold Hicks, Phil Delano, Irving Snyder, Francis Crocker, Merrill Crockett, Arthur Bailey, M. A. Charleston, John Ballard, Stanley Rosin, Lyle Newcomer, Florian Boyd and W. O. Gibbs.

## St. Paul's Guild Plans Food Sale On March 20

The Guild of St. Paul's in the Desert, Episcopal church, is in session today at the home of Mrs. Elsie Childs Elser, Santa Catalina way. The meeting convened at 11 a.m. for sewing and a box luncheon.

Plans were mapped for a sale of home-cooked foods on Saturday, March 20, at the Fiesta house on the Desert Inn grounds at 12 o'clock.

The Lenten tea this week will be at the home of Mrs. Raymond R. Wilson, 407 Vereda del Sur, Thursday at 3 o'clock. Mrs. Edward H. Maggard will be co-hostess. The speaker will be the Rev. Bertram M. House, chaplain of the Good Samaritan hospital, Los Angeles.

**Jewish Women's Group To Meet At Matloff Home**

Palm Springs Jewish Women's group will meet at the home of Mrs. Irving Matloff, 1381 North Indian avenue, tomorrow at 1 p.m. Dessert will be served.

A special program will be presented and Mrs. Herman Reich will preside at an important business meeting which all members are urged to attend.

And for those who attended the matches because they were expensive there was plenty of amusement and side-line spectacles to make the afternoon worth while . . . Pancho Segura ejaculated in Spanish which made some chuckle . . . Bobby Riggs made side bets during the game which amused others . . . There was the unbelievable sight of "Mousie" Powell dressed in a tennis outfit highlighted by a diamond necklace and matching anklet . . . Robert Taylor and Barbara Stanwyck were called to attention when the boards beneath their chairs collapsed . . . Paul Lukas made a delightful but terribly confused scorekeeper . . . All the people you would expect to be seen there were seen . . . The tennis was an exciting experience!

IF PRESIDENT HARRY TRUMAN'S PRESIDENTIAL CAMPAIGN COMES OFF AS PLANNED NEXT MONTH, PALM SPRINGS WILL BE ONE STOP ON HIS CALIFORNIA ITINERARY . . .

Cleveland Amory (author of currently popular novel "The Proper Bostonians," former member of the editorial staff of the Saturday Evening Post) has put the finishing touches while at the Racquet Club on an article he has written for Life magazine panning the Jack Benny broadcast . . . and we can't wait to read it!

Mickey Rooney displayed his pianistic ability at the Racquet Club on Saturday night while friend Jim Cook took over on the saxophone . . . Judy Garland lunched there the same day . . . Sylvia Sidney, Cleatus and Bob Hutton, youngest of the famous Falkenberg family, Bob, and his wife, and John B. Hawley, owner of one of the largest war plants that produced for the Navy during the war, among the well-known names at the R. C. . .

Oh m' goodness! What next! Rita Hayworth and Howard Hughes together at the Doll House . . .

Important New Yorkers, Mr. and Mrs. Sam Rubin, (he's vice-president of Gotham hosiery) are at La Quinta, while prominent attorney, Will Selstiner and wife vacation at the Villa Hermosa . . . Here for Desert Circus Week activities and a desert vacation at Smoke Tree Ranch are Seattleites, Mr. and Mrs. Stephen Mose, Morris and Rosalie Milburn, and Dr. Joe and Libby Baker . . . From San Jose are the Val Larsens of Los Angeles . . . Annual visitors here for the month of March are Mr. and Mrs. Ellis J. Arkush of Hillsborough, Calif., and Mr. and Mrs. Hubert Scatena of Fullerton, Calif. . .

sister-in-law, Mrs. Howard Fulton of San Francisco, over the weekend . . . Houseguesting with the Vincent Marcos were the Val Larsens of Los Angeles . . . Annual visitors here for the month of March are Mr. and Mrs. Ellis J. Arkush of Hillsborough, Calif., and Mr. and Mrs. Hubert Scatena of Fullerton, Calif. . .

Desert Circus Week got off to a wonderful start at the Mexican Fiesta at Thunderbird Ranch last night . . . Seeing all the winter visitors who just come down for this one big week brought to mind again the fact that now is the time to start encouraging winter residents to stay through May and encourage visitors to come back in May . . . the nicest month of the year according to those who know . . . the year-round residents!

## Latest in Desert Wear Shown at The Desertier

The very latest in chic desert wear for women was shown on Saturday afternoon during the formal opening of the Desertier Shop, located in the Hotel the Oasis, by the owners, Mr. and Mrs. Fred Fulton.

Outstanding among the new collection of resort fashions are the Lois Paul originals which are sold in Neiman-Marcus, Bullocks-Wilshire, and other of the finest stores throughout the country. They are designed by Paul and Lois Outerbridge, who were present for the occasion.

Modeling during the opening and the cocktail party which ensued at six o'clock were Vesta Gable, Marjorie Mueller, and Mrs. Fred Kehlet.

Mr. and Mrs. Gilbert Duffy Jr., popular Palm Springs visitors are also planning a brief sojourn at Borrego Springs during their month's holiday.

Mr. and Mrs. Carl Williams of Seattle are on their seasonal visit to Palm Springs. Mr. Williams is head of the Rhodes department store in Seattle, one of the largest in the west.

Mr. and Mrs. Robert Whittaker, who are visiting with them from Beverly Hills. The party was given in the McGovern's lovely new home on Pablo Drive for a group of their Seattle and Village friends.

Present on the occasion to meet the guests were their other two daughters, the Misses Mary Ann and Dorothy, who are here for the remainder of the season.

Muriel Fulton entertained her

# FULTON'S Inc.

## Men's Shop CLOSING OUT

### 1/3 to 1/2 price and less

## Everything Goes

**FULTON'S Inc.**  
IN THE OASIS HOTEL

## LARGE CORNER

270 feet on Boulevard. Zoned C-R for shops and apartments. This is an exceptional value at

\$35,000

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## Social ACTIVITIES

BY NANCY DALE JAYNES

## Mrs. McCarty Regent of New DAR Chapter

## Palm Springs Chapter In Busy Session at Mrs. Musladin Home

Cahuilla Chapter of the Daughters of the American Revolution met Thursday at the home of Mrs. William Musladin and elected permanent officers for the Palm Springs branch of the national organization.

The election resulted: Mrs. Cecile McCarty, regent; Mrs. Leon Wilbur, vice-regent; Mrs. R. L. Joseph, chaplain; Mrs. Howard Jay, recording secretary; Mrs. P. M. Swart, corresponding secretary; Mrs. Florence Bacon, treasurer; Mrs. William Musladin, historian; Mrs. Herschel Lutes, historian.

Guests at the meeting were Miss Ruth Marie Field, Los Angeles, state corresponding secretary. She had with her as guests her sister and the Misses Stone.

New members are Mrs. Leon Wilbur, a transfer from the Presidio chapter, San Francisco; Mrs. Borman L. Ophun, Mrs. Perry Johnson, Mrs. Evelyn Pell, Miss Pelton, Mrs. McKinney. Requesting transfers to Cahuilla chapter are Mrs. A. K. Paul, Mrs. Floyd Mitchell and Mrs. W. M. Wright.

Next meeting of the chapter will be at the home of Mrs. R. L. Joseph, 1401 El Alameda, April 1.



TENNIS CLUBBING—A trio of well known Villagers dines and enjoys the atmosphere of the Tennis club. Left to right, Tami Boyle, Mrs. Ona Brown, Village socialite, and Anita Haskell Jones, well known equestrienne and traveler and owner of practically the entire town of Niland, out on the Colorado desert. (Terry photo.)

## Buttons Hosts To Friends at Rancho Mirage

Linkletters, Neals, DeVinnis, Guests at Gay Weekend Party

Admiral Wood and Wife Hosts at Home In New Desert Area

Many of the Seattle sun-worshippers that are flocking to the Village have been taking side-trips to Borrego Springs to visit Admiral and Mrs. Ralph Wood, formerly of Seattle who are now wintering at the new desert playground.

Among their recent visitors were Mrs. Gilbert Duffy and Dr. and Mrs. Tom Mesdag who are at Smoke Tree until the Easter holidays; Mrs. Charles Ross and family, Mr. and Mrs. Ben Paris, and many others.

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Present on the occasion to meet the guests were their other two daughters, the Misses Mary Ann and Dorothy, who are here for the remainder of the season.

Thursday night was a very special one for the Los Compadres as they held their initial meeting in their new club house out at Araby. Although still under construction, no one objected to sitting on planks and nail kegs and those telegrams certainly did the trick as there was a record attendance. Plans were discussed for the coming week, among them discussion of the Forty-niner Jamboree and Carnival to be held under the auspices of this organization Saturday night at the Bullocks parking lot. George Strebe is general chairman and promises that this event will be a fitting climax to a big week. After refreshments many adjourned to Rogers Ranch and square dancing. Kenny and Virginia Paul and Billie Moseley came in from Insanities. Also spotted Wanda Bruno, Elmo, and Ann Purnell and Earland Alice Hough, Bill Grant conversing

## Doing the Village

with Moya Henderson

Things and events are whipping up to a grand climax with the 12th Annual Desert Circus commencing on Wednesday. Those lads and lasses that have been rehearsing so diligently for the Insanities should be very happy to see Saturday morning dawn as they have five nights of rehearsing and performances this week. Their efforts have been well worth while as peeks through the key hole have guaranteed it's going to be another wonderful show.

The deputies have been another busy bunch. They were feted again on Friday at luncheon, this one at the Palm House. Mixing business with pleasure, the girls were issued tickets on the Cadillac and checked out their guns and holsters. The deputies will attend all events this week and roam through the town in between times selling their tickets.

with Kay Cordrey and Joan Manus.

Bob and Helen Chambers are home again after a hurried trip to Chicago and a trip to the cradle. With them came baby Alexander who already has the whole household in his command. Helen and Bob, in spite of a wonderful trip, are glad to be out of wind and snow and basking in the sun again.

Spotted the Donald Locketts having a leisurely breakfast at the Desert Inn coffee shop. When you see Don it's not "Hello and goodbye" but "where have you been and where are you going?" This time the answer to the first querie was San Jose.

The Ray Alfords of Newport Beach have been visiting with the George Robersons over the weekend. They left the beach city to take in Sunday tennis matches.

We'll have to call them the prolific Pauls from now on as Kenny and Virginia not only added a colt to their family a few weeks back but were blessed with pups on Saturday. Mary Delano and Louisa Sanborn took a day off from Red Cross driving and drove to Mexico Friday. Juanita and Merrill Crocket gathered their bridge group together for dinner on Friday night. Guests included the Harold Wests, Gordon Feekings, Armand Turonets, Homer Jenkins and Al Wiengarten.

## E. B. McGovern Entertain for Visiting Kin

Mr. and Mrs. E. B. McGovern entertained for cocktails on Saturday evening in honor of their daughter and son-in-law, Mr. and Mrs. Robert Whittaker, who are visiting with them from Beverly Hills. The party was given in the McGovern's lovely new home on Pablo Drive for a group of their Seattle and Village friends.

Present on the occasion to meet the guests were their other two daughters, the Misses Mary Ann and Dorothy, who are here for the remainder of the season.

## The Desertiers' Opening was a GRAND SUCCESS

THANKS to . . .

Palm Springs Villagers

The Models Showing

the Exclusive Creations

by Lois Paul  
ORIGINALS

Were Most Enthusiastically Received

NOW MODELED IN OUR WINDOWS . . .

Missionary's  
Downfall from  
House of Meredith

Also

A Complete New Stock of  
Western Wear and Cottons



DEL DEAN, the former Miss Los Angeles, models the smart La Paz ensemble for Lois-Paul Originals of Laguna. The skirt is of plaid homespun or gingham, the blouse of Pima broadcloth edged with Venice lace under which is run black Grosgrain ribbon.

The "GAY DIVORCEE"  
Lois Paul  
Originals

At  
The DESERTIER SHOP  
IN THE OASIS HOTEL

**the BIG WINDUP...**

**Saturday Nite**  
**MARCH 13th**

Of the  
12th ANNUAL

# **DESERT CIRCUS**

With the

# **'49<sup>ER</sup> JAMBOREE**

IN THE REAR OF BULLOCK'S STORE

THIS IS A NEW EVENT OF THE DESERT CIRCUS --- THE VILLAGE'S INAUGURAL OF CENTENNIAL YEAR

Sponsored by The Los COMPADRES

See The FRONTIER VILLAGE  
GAMES - BOOTHS - DANCING  
5 HOURS CONTINUOUS ENTERTAINMENT

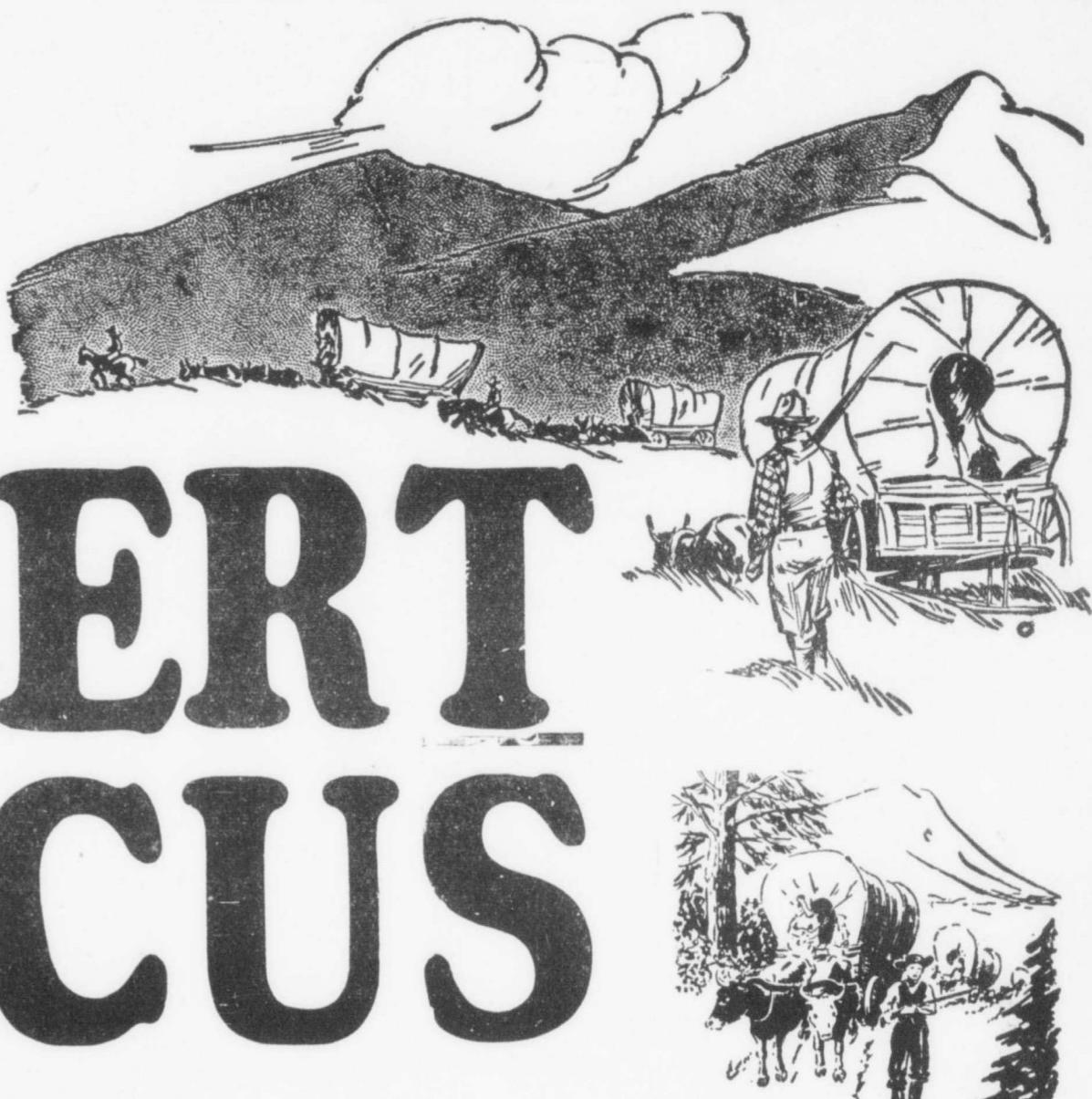
*Something Doing Every Minute  
A Carefree Gala Event*

IT WILL BE "WILD and WOOLY"  
The 'GOLD DIGGERS Will Be There'

**No Guns Allowed**



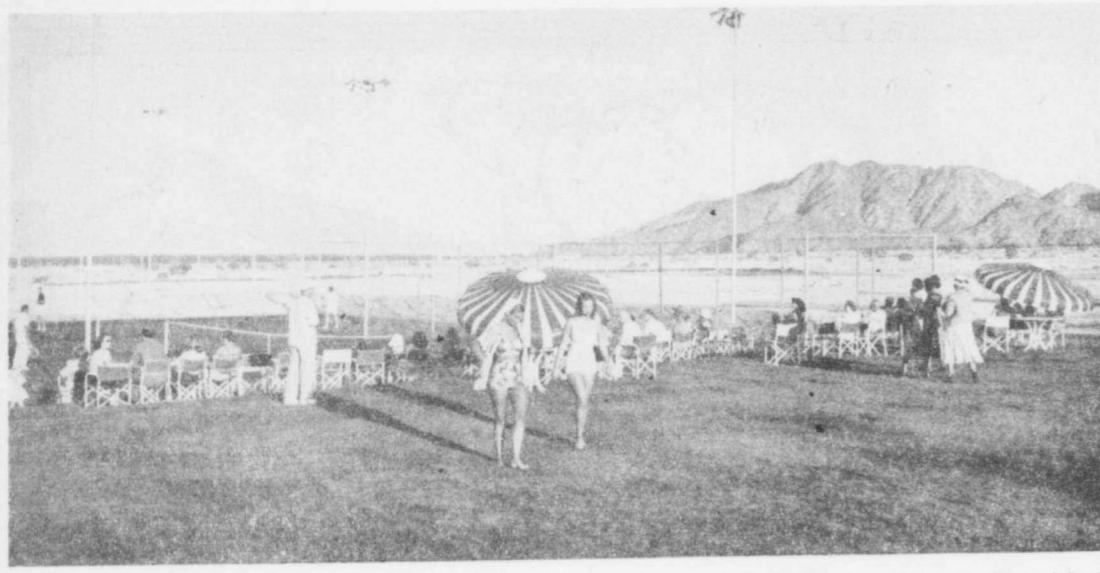
A Los Compadre "Gal"  
of Today



LOS COMPADRES, George Strebe, Chrmn.



Admission \$1 Plus Tax



**FIVE O'CLOCK SHADOW**—The lingering rays of the sun casting shadows as late as five o'clock around the Shadow Mountain Club and surrounding hills . . . visitors stroll and relax about the lovely lawn surrounding the swimming pool . . . new tennis courts in the background. (Gayle photo.)



**BUILDER**—Caught during a rare, brief pause from his many duties is Palm Desert's busiest man, dynamic president and founder is, Clifford W. Henderson . . . Mr. Henderson conceived the idea of building the community of Palm Desert several years ago and now a dream is becoming a realization.

From Page One—MORE ABOUT

### Sweet Charity...

er had a big banquet at the Dunes and Mrs. Coffman presented a check for \$2800 to Father Thomas J. Lehane, proceeds from the first circus.

**SOME OF THE KIDS** who took part in the first show were Jimmy Rogers, the youngest at 7 years, Owen Coffman, Bobby Patterson, Jane Lykken, Theodore McKinney, Johnny Wertheimer, Ruth Roberson, Tommy Lippis and Jean Fulford.

The Desert Sun of that era gave the circus a big write-up. Wertheimer negotiated for the use of Mrs. Harriet Cody's land and built a track for that show. H. E. (Pat) Roberson, Earl Coffman, George Roberson, Ted Fullford, general manager, Earl Strebe, chairman, Mrs. Therese Hicks, Mrs. George Roberson, Mrs. Marvin Fullford, Mrs. Al Wertheimer were among those Little Bear recalls as taking a big part.

**THEN IN 1936** the Field Club was first used for the Circus and Little Bear, who has headed almost 50 parades in the Village, was at the head of the parade which made the grand entry.

That 1936 Circus was for the Community church and, showing how the event was growing, the check presented them for building purposes was almost \$3,000.

Many colorful floats have featured the Circus parades since then and the Indians of the Village always were right there with aid on the grounds, in the parade and everywhere they could be useful.

That's the story of the start of the Circus which, for the exception of the war years, has been an annual affair since 1934.

From Page One—MORE ABOUT Directors...

ceived the next largest number of votes.

**CHAMBER OF COMMERCE** officials were disappointed in the number of ballots that were returned. Of the more than 800 sent out to every business license holder in the Village, only 129 were returned through the mails. There were more than 800 names on the ballot.

Of the number of ballots returned the three counters, Hubbard, Noble and Herbert, disqualified 9 for various reasons.

**MEANWHILE** in the mails were invitations to approximately 1,000 Villagers, all 90-day members of the Chamber, to attend the luncheon March 15 at the Tennis Club. Reservations for the luncheon can also be made by telephoning the Chamber of Commerce, 6111 or 6181.

The price of the lunch is \$1.50 per person.

### Desert Blossoming into Thriving Community at Palm Desert With Sales Running Over One Million

DESERT BLOSSOMING—18dc3—with 2 cuts due this PM

The hallowed ground that was once the training ground for the late General Patton's famous "Third" is rapidly becoming a thriving community known as Palm Desert.

Headed by Clifford W. Henderson, less than one and one-half years ago, work was commenced to turn sixteen hundred acres of desert wasteland into a wonderland and the dream of Cliff Henderson has become a reality.

**OVER A MILLION DOLLARS** worth of property has been sold, and another million in private construction is now under way or completed, including homes, apartments, hotels and commercial buildings.

The first unit of Firecliff Lodge, owned by Leonard Firestone and Cliff Henderson, is open and filled to capacity. The individual cottages, each with its own garden and terrace, are designed and furnished to provide the utmost in comfort and privacy for the discriminating. Since opening, guests at Firecliff include Roy Nafziger, President of Inter-State Bakeries; Al Hill and family from Dallas, Texas; the Clifford Smiths of Akron, Ohio; the Herbert K. Oakes of Gates Mills; Mrs. M. Clark Harvey of the M. C. Harvey Co. in Cleveland; John Hearst, and many other prominent guests. Firecliff is destined to become one of America's smartest resort hotels.

**THE FAMOUS** Shadow Mountain Club is rapidly nearing completion. Members are now enjoying the use of the 135-ft. swimming pool, the tennis courts, pitch and putt golf course, and the miniature boating lake. The work is being rushed on the dining room, lobby, cocktail lounge, kitchen and cabanas.

The Desert Magazine Publishing Plant, now under construction by the R. P. Shea Company of Indio, is rapidly progressing. Within the seventeen thousand square feet of floor space, the new structure provides for the editorial and business office, book shop, letter press and offset printing facilities, photographic department, and a desert museum for regional exhibits. Harry J. Williams, architect for the project, has followed a modified pattern of the Southwest's Indian-Pueblo design. The construction contract includes the erection of a lode for the housing of part of the Desert Magazine's editorial and business staff—the plan being to establish homes and recreational facilities on the forty acre site for the entire organization.

**THE TWIN PALMS** Apartments are filled with guests such as Mr. and Mrs. R. B. White, President of the Baltimore and Ohio Railroad; Mr. and Mrs. Walter E. Bothof and family, publisher of Standard Rate and Data Service, Chicago; and Mr. and Mrs. M. H. Hort of Fort Lauderdale, Florida.

The Bothofs have decided to make their permanent winter home in the desert, and are starting construction of a \$70,000 home in Palm Desert. H. E. Weston, the clever designer of the recently completed Ole Olson residence, is in charge.

The "House of Riley" is another popular retreat at Palm Desert.

The ultra-modern "Sun and Shadow" apartments are creating widespread interest.

Herbert F. Pritzlaff's famous Cliff May designed home is completed. Landscaped by Tommy Tomson, this rambling ranch

### Annual Cactus Jumpers Event One of Best Ever Says Chairman

Claude Cobb, chairman of the Cactus Jumper's Jamboree for the Cathedral Chamber of Commerce sends in his report and says "the event is past but not forgotten by more than 1500 people. Socially and financially it was a great success netting considerably over \$2000, which was the figure of last year.

The weather was a little unkind to the outdoor barbecue but everybody was good natured. Entertainment by the three "Desert Caballeros" was furnished with the compliments of Rancho Carrillo in Indio, where you should go to hear them again and enjoy fine Mexican food.

The games and marionette show were "sold out" all evening with people fighting to get on the cake walk ring for a chance at the 60 cakes baked by the local housewives as well as valuable prizes donated by the local merchants.

First prize was won by Mrs. Blanche Zinn, long-time resident and civic worker. H. F. Heron-deen won second prize and R. F. Lyons, third.

"I want to especially thank

Emil Greener and wife Mitzie for their unfailing co-operation and faithful partnership in this endeavor. They were the ring leaders among the many who are too numerous to mention. The committee wishes to take this time to thank you one and all for your hearty generous support," said Mr. Cobb.

He was too modest to tell that he and his wife Edna were the axis upon which the entire event turned. For ten years they have borne the brunt of the jamborees, Edna training her groups of volunteer workers for the food preparation, serving and cleanup so that they work with efficiency. The community as well as the Chamber of Commerce want to thank Edna and Claude for their valiant services.

### Find Camel's Skeleton Near City

Reminder of Desert's Past Unearthed by Camper in Willis Palms Area This Week

They were walking more than a mile for a camel in the Willis Palms area, across the desert to the east of the Village.

A relic of the past when camels roamed the Colorado desert was uncovered in that area in what is known as the Palms of the Shadow development, owned by W. R. Hillery and Claude Vobb of Cathedral City. A camper, Harry Beiser of Holyoke, Colorado, digging in the desert sands there yesterday, found the skele-

ton of a camel. Hillery said the head was missing but that the skeleton had a long neck and otherwise seemed intact.

Camels were imported to the desert in the 1860s in an experiment to determine their value as pack animals. The experiment failed and the camels were left to shift for themselves.

Greiser's discovery is believed to be a remnant of the lost herd.

### Rin Tin Tin 3rd To Be Here for Circus Festivities

Rin Tin Tin III, famous grandson of a famous dog, will be seen in exhibitions of his amazing intelligence three times during the



**ROYAL ROBES**—In Palm Springs this is what a queen wears. Marilyn McKay poses in a slick Western outfit, a beautiful embroidered suit and boots to match. The suit is by Vaquero Fashions by Taylor-Berke in California and the boots by Stewart Romero through their local dealer, Wal Spalding. The hat is by courtesy of Desmonds. Spalding arranged for the gift of the outfit. (John Pagoria photo.)

four days of the 12th Desert the name is equally as smart and as easily trained as his grandfather.

Rin Tin Tin III served in the K-9 Corps in World War II and later was decorated with the purple heart for wounds.

Under direction of Duncan, the dog performs many difficult feats of intelligence and courage. His performances always are a delight to the children.

There is no limit to the vanity of this world. Each spoke in the wheel thinks the whole strength of the wheel depends on it.—H. W. Shaw.

# Circus Greetings



### PALM SPRINGS DESERT MYSTERY TEA

is made from natural Sun-dried Herbs in which the male and female herbs are scientifically blended.

This nourishing combination Herb Tea is adapted to soothe the NERVES and aid RELAXATION.

Used for years by the desert inhabitants as a delightful beverage and a beneficial part of their daily diet.

From

**Palm Springs' Desert Tea Co.**

—Lawrence Crossley—

Palm Springs Desert Tea, like the Desert Circus, is celebrated too. It is an old desert favorite. Known for centuries by the Indians of Palm Springs and this area—it is now being "discovered" by the new arrivals—and enjoyed by all. It's healthful and delicious—and as an "iced" tea is

zestful and satisfying. As a "kooler-mix"—it offers a new sensation in summer drinks. Use your own favorite drink—added to this "kooler-mix"—and you'll be thrilled with its satisfying, cooling, delicious flavor. Try it! Try it Today!

Sold at the Desert Garden Date Shop and Hatchett's Market.

## Hopes High That Red Cross Drive Nearing Success

Hope that the Red Cross campaign will reach its \$12,000 quota was bright yesterday with announcement by Chief of Police August Kettmann, chairman, that \$8,000 had been collected.

He added that this amount would be considerably swelled with the report of several large committees who, as of yesterday, had not brought in their collections.

"There is every hope that the quota of \$12,000 will be reached by the coming weekend," he declared.

He paid particular credit to Ernie Alscluser, chairman of the advance gifts committee who turned in \$3,500; Val Blatz and Mrs. Homer Jenkins, who turned in \$1,800 from the residential district; Billy Moseley and Marilyn McKay, who collected \$660 from dude ranches; Mrs. Corrine Davidson, who handed in \$236 contributed in Cathedral City; C. C. Covey who brought in \$100 from Desert Hot Springs; and Ray Hiller with a collection of \$130 from the Indian reservation.

M. R. Charleston, in charge of collection in the business district, handed in \$571 and Corinne Crossley who brought in \$54 from the colored populace of the Village.

## Improving

New Traffic Plan Is  
Bettinger Conditions

The new parallel parking zones recently created by the Safety Committee of the city council has improved city traffic conditions.

This was the announcement made by City Manager William E. Alworth, following an inspection of the areas made by the committee headed by Chairman Charley Farrell.

## Registration

Records Broken With  
2818 Eligible Today

During the registration flurry incidental to the city election, March 4, the closing day, saw 921 names added to the lists of city voters bringing the total to the record figure of 2818.

This is almost 1000 higher than the city election four years ago and 600 more than the city election two years ago.

**From Page One—MORE ABOUT  
This Side of Sun . . .**

we hadn't better mention that. But don't miss it . . . The Circus, that is.

**TRAV ROGERS** was reading in the metropolitan prints Sunday about the serious water shortage in California and right away had an idea to do something about it . . . Being a man of action, he at once ordered only half glasses of water on the tables at the Rogers Ranch, ginger ale in the finger bowls and no more straight shots with water on the side . . . Speaking of chasers he said: "Whoever heard of starting a fire and then putting it out?" . . . "And don't spill liquor on the bar," he urged. "That requires towels and they have to be washed." . . . Notices to the mixologists, they used to be called bar tenders, have been issued by Trav: "Due to the light rainfall this year, please discourage the serving of water—straight."

**GIRL SCOUTS** of Palm Springs have come up with a new idea . . . Their present building on Bellardo road is much too small and the Girl Scouts council is engaged in a campaign to build a new one of a site already acquired . . . As a unique feature of the drive for assistance, Girl Scouts will "Sell a Board" for the new home . . . Booths will be established about town . . . As an extra inducement, if you buy a board they'll wood-burn your name into it as a permanent "thank you." . . . And you can buy a board right now by calling Mrs. Ferol Morgan at 4415 or sending a check to her at 553 Calle Encilia . . . Anything from a splinter to a timber . . . Pick the board you want.

## Junior C. of C.

Important Session  
Tomorrow Evening

Junior Chamber of Commerce will meet tomorrow at 8 p. m. in the Banyan room of the Pago Pago in an important session.

Returns from the Coronation Ball and the tennis matches Sunday will be discussed and plans for the future including an open forum with all council candidates present and a social event, will be discussed.

President Don Artz will preside.

**The Cass County Boys, Western** song stylists, now appearing with Gene Autrey on the radio, in pictures and under contract to Columbia Pictures, will be at Rogers' Ranch tonight at the Barn Dance staged under auspices of Los Compadres Club. Bill Gargan completed arrangements for their appearance here late yesterday.



BIRTHDAY GIFT—Trav Rogers, left, presents a handsome birthday gift to Mrs. Paul Valencia, Community Hospital administrator. It is a check for \$500 from the Mink and Manure club. Bill Gargan, M. & M. leader, and Frank Bennett, Hospital association president, look on. (Gayle Studio photo.)

## Desert Menagerie To Feature Kiddies' Pet Show Friday in Parking Space Before El Mirador

A virtual desert menagerie will descend upon the parked space in front of the old El Mirador Hotel next Friday afternoon at 2 p. m., when Chairman Bob Bennett holds forth with the annual Kiddies Pet Show of the 12th Annual Desert Circus.



MENAGERIE CHIEF—Bob Bennett, Pet Tamer, who is in charge of the Kiddies' Pet show, a Desert Circus feature, to be shown Friday afternoon in the parking space before El Mirador.

## Double Order of Food and Fun for Barbecue Visitors

Take a generous helping of ranch food, a double order of fun and tomfoolery of a Kangaroo court, and plenty of color of a western style show, all three well mixed with the infectious wit and humor of Trav Rogers—and you have the recipe for a good time at the annual Rogers Ranch Barbecue set for Thursday as the third major event of the 12th Annual Circus.

For many years it was next to treason to hold the barbecue anywhere but under Trav Rogers' benign guidance. Then last year he had sold his ranch, and the event was cancelled. Just recently Rogers, a colorful ranch figure who numbers his friends among the notables by thousands, resumed control of the ranch property. And so the Circus bigwigs quickly scheduled the Barbecue and Western Fashion Show "back home."

**BOSS ROGERS** has promised to outdo himself in preparation of the viands from the ranch kitchen. The meal will be served at tables set under cover in front of the ranch buildings.

Principal entertainment feature of the day will be a showing of the latest western stylings of Marjorie Reilly, one of the Southwest's best-known creators of fine western garments. Models will be girls from the Village Insanities cast. Arrangements for this part of the program have been in charge of Mrs. Dick Grant assisted by Jack Ballard of Bullocks and Robert McKenzie of Desmonds.

Also, a second session of the Kangaroo Court with "Judge" Leo Fields presiding has been scheduled at the Barbecue by Kangaroo Court Chairman Barney Hinkle. More unlucky victims will be haled before the court by Sheriff Kenny Paul and his lovely deputies to answer to a string of charges that makes the Old Bailey seem like a summer picnic. And the victims pay and pay—all in the name of charity for revenue from this event as well as all others goes to worthy causes in the community.

**BILL GARGAN**, movie star and founder of the now-famous "Mink and Manure Club" of Rogers Ranch is reputed to have some zany deal up his sleeve as added entertainment but details of the stunt seem sadly lacking. Those

Entries thus far have run the gamut of desert pets, and by opening time of the show the judges are expected to be faced with the greatest assortment of living things ever to confront judges in local pet shows.

**CHILDREN** from Palm Springs, Cathedral City, Desert Hot Springs and many other surrounding parts of the desert will be there with their favorite pets to compete for some of the fine trophies awaiting winners. Fourteen cups will be given to victors in seven classes, and ribbons will go to seven third places in these categories.

And then to one of the lucky tots will be awarded the Sweepstakes trophy which will be given by the judges for the most outstanding entry. This is a special large trophy which will make a fine display in any youngster's room.

**ENTRY BLANKS** are available at the elementary schools and at the Circus headquarters in the chamber of commerce building at 310 North Palm Canyon Drive. Special entertainment has been arranged by Chairman Bennett to delight his young contestants. Headlining these acts are Capt. Clinton Bassett and his trained dog; Kandoo the magician; Bozo the Clown, and Gus Patzman's Palm Springs high school orchestra.

Another feature expected to make a big hit with the small fry is the distribution of free popcorn and soft drinks. The popcorn is being contributed by Earle Streb's theaters, and the drinks are the gift of the Circus committee to the young residents of the desert. Mrs. Moya Henderson and her physical education girls of the high school will have charge of the handing out of the refreshments.

**JUDGES** for the contest are Dr. O. B. McRory, Mrs. E. F. Rupp and Little Bear. Judging will be in the following classifications: prettiest, ugliest, smallest, mongrel champ, best costumed, most unusual and best trained. There will be cups for first and second place winners, and ribbons for the third place.

Assisting the chairman are the following co-chairmen: Lois Cook, Lucille Cunningham, Mrs. Kemp, Mrs. Sproule and John Nichols.

## Kids Gymkhana Aids Boys' Club

Building fund of the Palm Springs Boys' Club was richer by \$16 today, representing the receipts at the children's gymkhana held at the Field Club Sunday.

The affair was held under the auspices of the Los Compadres and through the efforts of Little Bear who had mounted troops of Cub Scouts performing. Entrants in the riding contests held were all under 15 years of age.

**RICHFIELD TO BUILD  
RANCHO MIRAGE STATION** The Richfield Oil company has completed negotiations for the purchase of a site at Rio del Sol and Highway 111 in Rancho Mirage.

Residents in that area will soon be able to service their automobiles without having to go to Cathedral City or Indio.

who know Gargan well are quietly confident it will be good.

Tickets for this event, as is the case with all others on the four-day schedule of activities, are available until Thursday morning at the ticket booth on Palm Canyon Drive near Andreas Road.

Communism is like a man on a bicycle; when you stop it, it will fall over.—Rep. Karl E. Mundt (R) of South Dakota.

## Hospital Birthday Party is Fun and Profitable Affair

By HERMINE ROSIN

The Hospital's second birthday is now gone but certainly not forgotten. It was a memorable day, complete to illustrious guests, generous gifts and birthday cakes, one cake being made and donated by a former, grateful patient, Wiley Shelton. Representatives from every civic and service group were present and helped to make it a most festive day.

Many guests arrived with beautifully wrapped gifts. Outstanding was the arrival of Trav Rogers and Bill Gargan, of Rogers' "Mink and Manure" Club, complete with another check for \$500. Through their club for fun, they have already presented the hospital with the very latest in oxygen tents. The tent is especially noteworthy, since it is one of the very few in existence and is the latest in hospital equipment. It is called a Continentalair, makes its own ice and has its own air-purifying system. This Gargan and Rogers team have a most infectious way about them, for even at the party they managed to garner some more members for the cause, including Dr. James B. Oliver, who is a member of our staff. They then took one of the lovely birthday cakes with them out to the ranch and raised another \$400.00.

To those who have wondered what else might still be needed, the following is for their information:

6 dust mops.  
1 large household size Mix Master.  
6 card tables.

Many pictures.  
4 table cloths (54"x72" plastic).  
1 percolator for night nurses (8 cups).

Vases.  
Flat bowls for flowers.

The Hospital wishes to take this opportunity to thank everyone for their kind and generous help in making it a truly happy birthday.

**From Page One—MORE ABOUT  
Desert Circus . . .**

Springers have given unstintingly of their time, effort and money for the past three months to make this the greatest and best Circus yet, the chairman said, in declaring that he could not adequately thank them for this contribution to the success of the event.

Seven major events make up

program of activities for the four days, these not taking into account the extra Cadillac award nor the arduous work of Chairman Lloyd Simon and his souvenirs program committee.

The seven events and chairmen are as follows: Desert Inn Luncheon, George Roberson luncheon, and Barney Hinkle, Kangaroo court, Village Insanities, Melba Bennett; Western Barbecue and Fashion Show, Trav Rogers; Kiddies Pet Show, Bob Bennett; Parade, Phil Delano; Wild West Show, Frank Bogert, and 49er Jamboree, George Streb.

**HARRY REID**, member of the Junior Chamber of Commerce, has been chairman of the successful Cadillac award department.

And underlying all of the fun and frivolity which the events yield for the participants is a more serious side of the Circus, if there are some funds left over when the final count is taken, the money will be distributed by the Circus Association to worthy causes in the Village.

Tens of thousands of dollars have been contributed to various causes since inception of the Circus in 1934. Two years ago the American Legion post realized \$16,000 from the Circus to help make possible the beautiful Wars Memorial building.

**INTO THE PLANNING** and preparation of the Circus has gone weeks of time and effort. General Chairman Bill Grant was drafted for the difficult job of general chairman back in December and has been working day and night for a big part of the weeks since.

Melba Bennett began her preliminary planning for the imitable Village Insanities last fall and has been holding actual rehearsals for the past five weeks.

Parade Chairman Phil Delano has been corresponding with parade entry groups for several weeks, and Chairman Frank Bogert of the Wild West Show has spent a great amount of time in planning for the spectacular Field Club event. Likewise much advance thought and effort must go into the Desert Inn Luncheon and the Western Barbecue. And one of the biggest jobs of preparation also has been the work of Chairman George Streb and the Los Compadres committee who have planned the gala Jamboree.

Its Assistant Secretary

## Four Hundred To Attend Opening Luncheon Event of Desert Circus Tomorrow Noon at Desert Inn

More than 400 persons tomorrow will attend the brilliant Desert Inn luncheon inaugurating the exciting 12th Annual Desert Circus.

Tables for this large group will be spaced on the famous terrace in front of the hotel, with a canvas covering providing protection from the sun. In charge of the luncheon itself will be George Roberson, co-manager of the Desert Inn, and his dining room staff which each year does an amazing feat of quickly serving the large crowd that turns out for this interesting initial event.

**WINTER RESIDENTS** and screen and radio notables will be mixed generously among the large number of Village residents attending the affair, reservations indicated today.

Principals of entertainment of this inaugural luncheon, is the fun-provoking and cash-producing Kangaroo Court before which are hailed dozens of "offenders" on a variety of humorous charges. Music will be provided by Johnny Boyle, the desert troubadour, and Dill Brothers orchestra.

**PRESIDING JURIST** this year, as in all other years since inception of the court, will be Leo Fields, actor and theater owner. The genial Kangaroo court judge has become an institution in the Circus; his wit and banter make the paying of fines a pleasure. In his court almost anything can happen and usually does. Highlight of the 1947 session was the appearance before the court of Marion Mathews whose large hand bag yielded an amazing assortment of items the most flamboyant of which were red pajamas!

Herding the smiling "defendants" before the court will be High Sheriff Kenny Paul and his bevy of beauteous deputies armed with smiles, shiny badges and dangerous-looking six-guns. The charming deputies have been conniving and scheming for many days on the rank of accusations they might lodge against unsuspecting Villagers and guests. What they will come up with in the way of charges might well fill a book.

**AS IN FORMER YEARS** it is expected that the deputies will flush out of their hiding places many notables of radio, stage and

DESERT SUN

## LEGAL NOTICES

### NOTICE OF TRUSTEE'S SALE No. 167109

On Friday, April 2, 1948 at 11:00 o'clock A. M. at the Main Street entrance to the Riverside County Court House, in the City of Riverside, State of California, SECURITY TITLE INSURANCE AND GUARANTEE COMPANY, as trustee under the Deed of Trust executed by HARRY D. SCHULTZ, a single man, and CHARLES S. LEEDS, a single man, recorded May 2, 1947, in Book 813, page 75 of Official Records in the office of the Recorder of Riverside County, California, and by reason of default in the payment or performance of obligations secured thereby including the breach or default, notice of which was recorded October 30, 1947 in Book 869, page 439 of said Official Records, will sell at public auction for cash, without warranty as to title, possession, or incumbencies, the interest conveyed to said Trustee by said Deed of Trust in property situated in the City of Palm Springs, County of Riverside, State of California, described as Lot 15 in Palm Desert Estates, as shown by map on file in Book 18, page 90 of Maps in the office of the County Recorder or the County of Riverside, State of California; for the purpose of paying obligations secured by said Deed of Trust, including fees, charges, and expenses of the Trustee, sums expended under the terms thereof, interest thereon, and \$1,500.00 in unpaid principal of the note secured thereby, with interest thereon at the rate of six per cent per annum.

Dated March 5, 1948.

SECURITY TITLE INSURANCE  
AND GUARANTEE COMPANY

(Corporate Seal) By V. T. LAWSON

Its Assistant Secretary

Pub. Desert Sun, Mar. 9, 16, 23, 1948

screen for appearances before the august court, and Kangaroo Court Chairman Barney Hinkle is counting on some of these persons for some popular entertainment. Generally two or three ton singers of the radio and screen field are found lurking about their pools and are hailed before the court to "sing for their supper," all to the enjoyment of the luncheon guests.

She said that the contract was dated February 19 and under the terms of the transfer construction of new school building and improvement of the property will have to be started within 90 days.

Plans call for the construction of a school building and playgrounds on the site.

Miss Katherine Finchey, superintendent of the Desert School

district announced yesterday the long-awaited contract signed by government officials transferring 18.44 acres of former Torney General Hospital land for school purposes had been received.

She said that the contract was dated February 19 and under the terms of the transfer construction of new school building and improvement of the property will have to be started within 90 days.

Plans call for the construction of a school building and playgrounds on the site.

**Spalding's  
SPORTSWESTERN G</**



VILLAGE BUSINESSMEN — Morris Finerman (left), Village pharmacist and his brother, Herman, who announced the opening of their new Ramon Drug store under a Whelan Drug Store franchise. (Frank Partridge photo.)

### New Ramon Drug Store to Stage 3-Day Opening Event This Week

A Whelan-franchised drug store under the ownership of two brothers, Morris and Herman Finerman, will swing open its doors for business March 12 under the name of the Ramon Drug store.

Located at 454 South Indian avenue, Villagers will be introduced to the wares for sale there in a three-day opening event.

Morris Finerman has lived and worked in local Village stores for the past two and one-half years. Prior to his arrival here he operated two drug stores in New York City. A registered pharmacist, he has been in the business for 18 years.

His brother, Herman, recently arrived in the Village and intends to make his home here.

The new store is one of the most completely equipped and stocked under the Whelan Pacific coast franchise. Departmentalized it will feature a complete cosmetic department carrying such national brands as Revlon, Barbara Gould, Helen Rubenstein,

Shutan, Old Spice, Colonial Dames, Yardly and Max Factor cosmetics.

The soda fountain and lunch counter has been leased by Ed Landfield, owner of the Ranch House. He plans to serve club breakfasts, luncheons, sandwiches and a featured line of pastries.

#### Village VFW Post Will Meet Tonight

Regular meeting of Veterans of Foreign Wars will take place in the Fiesta House of the Desert Inn at 8 p.m. today.

Nomination of officers of the organization will take place and plans for participation in Desert Circus Week activities will take place.

**Office of Secretary of State**  
Frank M. Jordan this week announced issuance of a notary public commission to Arch M. Noble, Village realtor, of 429 North Palm Canyon drive.

## Tahitian Hotel

260 Chuckwalla Road  
(in the exclusive Palm Springs north section)

SPACIOUS HOTEL ROOMS AND APARTMENTS  
ARTISTICALLY FURNISHED FOR YOUR  
VACATION ENJOYMENT  
EXPANSIVE OUTDOOR SUN LOUNGE  
UNEXCELLED VIEW OF SAN JACINTO  
AND DESERT DUNES

Early Reservations Are Recommended—Open to June 1

EDOUARD P. TOMKE — Exec. Mgr.

Palm Springs 3515

L. A. AR 98260

## Open House

216 Palo Verde Avenue

Just completed—3 bedrooms and den, entry hall, 2 baths, tile roof, all electric. Also piped for gas range.

Beautifully decorated in modern colors.

Less than a block from new market on South Palm Canyon Drive. Walking distance to grade school. Paved streets, asphalt tile on floors of kitchen, dinette, halls, den and baths.

**Price \$18,500, Terms**

Large patios front and rear. Large lot, 58x135.

**Palm Springs Investment Co.**

380 N. Palm Canyon Drive Phone 7505

### Boys' Club Given Handsome Flag By Auxiliary Unit

Presentation of a large all-wool American flag was made to the Palm Springs Boys Club by Owen Coffman unit, American Legion Auxiliary, at the Community service meeting of the organization in the Wars Memorial building last Wednesday evening.

Frank S. Partridge, organizer and executive director of the Boys Club, who was guest speaker, outlined the activities and future plans of the club. At the conclusion of his talk to the auxiliary, Mrs. Robert Ellsworth, president, presented the flag on behalf of the unit, commanding Mr. Partridge on his fine work with the boys.

**THE FLAG** will fly from the flag pole in front of the boys' building, and will first be raised when the Boys clubhouse is dedicated, which will be at an early date, depending on the completion of the work being done there now.

The director stated that local carpenters, plumbers, electricians, and other workers are donating their services. At present there are ninety-one boys in the club, and provision is being made to accommodate two hundred boys in the club house, which is located on Andreas Road.

DURING the business session of the Auxiliary meeting final arrangements for the unit's participation in Desert Circus Week were made. The auxiliary's American flag and unit banner are to be entered in the circus parade, massed with the American Legion colors.

The four equestrian color bearers and color guards will be Mrs. Holly Visel, Mrs. James E. Potter, Mrs. Barry Frost, and Mrs. Betty Billington.

#### Suspect Missing

**Southland Search Begun For Ben N. Griffen**

Ben H. Griffen charged with burglarizing a locked automobile was being sought by southland police after his failure to appear for preliminary hearing in Judge Eugene E. Theriault's court Friday morning. He was free on \$2,500 bail.

His asserted partner James C. Brewer who had been held in custody in the Riverside county jail was bound over to Superior Court for trial.

The two men are accused of pilfering parked automobiles in the Village.

History has proved that military leaders make poor presidents. A general is a soldier first and a politician last.—Gen. Jonathan Wainwright, U. S. Army, Ret.

#### The Desert Sun

Tuesday March 9, 1948  
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GRANT WOOD, Business Mgr.

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Have You Lost This Dog?

#### Collie Dog

Fawn colored—with name "Pal" scratched on collar tag—right hind leg a little limp.

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Information  
Call the  
RACQUET CLUB

#### Large Bungalow Court Site

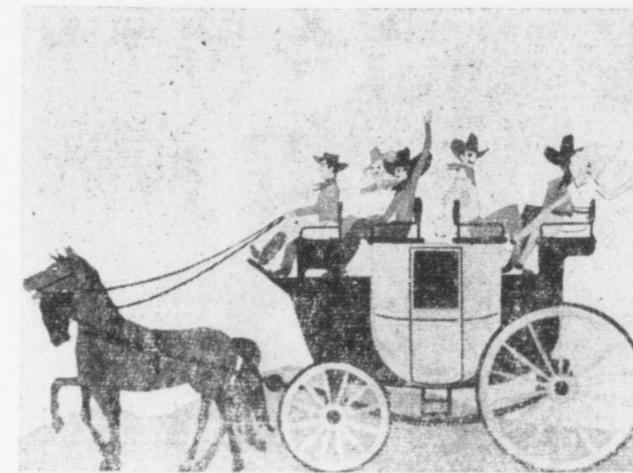
Room for six or more units. Excellent location within walking distance of shops.

**Price \$4000**

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WHILE YOU  
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**BUY  
REAL  
ESTATE**

## Read About These March Offerings!



**GUEST RANCH:** Located in center of great activity. Just off highway for peace and quiet. 10 acres with new buildings. Good well. Shows active operation this year. Also could be used for private school. 10 minutes from Palm Springs. Price \$95,000 on terms. Part trade considered.

**FINE HOTEL SITE** — 120 acres surrounded by major developments; located in sheltered area with magnificent view of mountains and desert; all land leveled and piped for immediate use. Inexhaustible water supply. The finest hotel site in the desert area. Owner will consider selling 40 acres, or more. Ask us to show you this unusual property.

**HOME FOR SALE:** On lot 225'x149' in sheltered cove, close in, walled-in grounds with citrus grove and many palms and shrubs; house is country ranch style with all rooms opening into patios; 5 bedrooms; 5 baths; 3 fireplaces; completely furnished. A lovely gracious home. Can be used for year 'round living. Priced at only \$49,500, offers considered.

**NEW HOUSE:** Unfurnished. Unusually well constructed of hollow tile with tile roof, steel casement sash; apricot hardwood floors; beautiful double fireplace serving both living room and dining room. 2 large bedrooms with fine tile bath in main section of house, bedroom and bath across finished breezeway with outside entrance. Located on corner lot with fine view and nice yard. Owner will sell for actual cost and this is a real investment. Price only \$32,500. House now furnished with owner's furniture which may be purchased if desired.



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Frances Wilson; Ernie Dunlevie; Irving Sanborn  
Associates

## Parade of the Circus Queens

First Ones Were "Cover Girls" Then They Attained Crowns and Royal Robes

Publicity was the main thought in the mind of Frank Bogert when he conceived the idea of having a Village maiden reign as the "Queen" during Circus Week years ago.

As a matter of fact, according to Bogert, the girl selected was actually used as the "cover girl" of the printed program containing events of the week.

IT WASN'T until 1941, that the idea of "enthroning" a "Queen" with pomp and ceremony took place. At that time Melba Bennett took on the greatly expanded Village Vanities and Lloyd Simons started out to make his first financial success of the Circus Program.

"I was doing publicity in the Village back in 1934," Bogert re-

called, "when the idea was conceived to decorate the circus program with a pretty girl's face."

He said that all he did was to ask some comely maiden if she would pose in front of the camera he also wielded in those days and "snap, there was the circus Queen," he said.

EARLIEST RECOLLECTIONS of old timers declare that Mrs. Louise Roberson Schilling was the first Circus Queen or program cover girl.

That was in 1934 but after that

## Bennett Bound Over for Trial In Check Case

Ned Bennett, alias Nathan Bernstein, inmate of the Riverside county jail where he is awaiting superior court trial on a charge of issuing a fictitious check to a Village merchant, was bound on two additional check charges by Judge Eugene E. Therieu Friday.

The two latest charges involve a check for \$30 he gave to a local hotel and one for \$40.16 he tendered for merchandise at Bullock's.

Bennett was arrested here February 10, on the first check charge just as he was tendering a check for \$15,500 as the down payment on his successful bid of \$155,000 for the Sunset House at a public auction here.

year until 1941 old timers are divergent in opinion as to who followed who in sequence as the Circus Queen.

Among them are Jeanne Fulford, now Mrs. Norman Nagel of Los Angeles. Mrs. Deborah Abbott, now of Banning, ruled during one of the Circus Weeks.

FRANK BOGERT'S WIFE decorated the cover of one Circus Week program when she was known as Janice Bibo. Bogert, asked what year this was, said "Look at the date of the program," but when handed the program he was dismayed to find that he had forgotten to print the year and he just couldn't remember what year she was chosen.

Joan Monroe who married into the meat packing Armour family reigned as the Circus Queen in 1941 followed by Edie Bush in 1942, the last year of the annual even until the end of World War II.

WHEN THE CIRCUS was revived in 1945, Jimmie Rogers won the honor as the Queen. She is now Mrs. James Williams and resides with her husband in Escondido.

Mrs. Ruth LaValeur, daughter of Mr. and Mrs. George Roberson, of the Desert Inn family won the honor as Queen of the 1946 Circus Week duplicating the honor her sister, Mrs. Schilling, enjoyed at the first "Queen".

BABS NEEL DELANO donned the robes of Queen for the 1947 Circus Week less than a year after graduating from the Palm Springs High school and was married almost a year later.

Marilyn McKay, of Portland, Oregon, who has been wintering the last few years with her parents at the Deep Well Ranch, won the honors as the reigning Queen of the current 12th Annual Circus.

## Veterans Protest Proposal to Close County Va Office

Village veterans of World War I and II were this week signing a petition protesting the intended closing of remaining activities of the Veterans' Administration in Riverside.

Sometime ago the regular contact office was closed in Riverside and moved to San Bernardino. Now it is intended to close the training office occupying space in the post office of that city, making it necessary for veterans of this county to travel to San Bernardino for advice and guidance.

THE PETITION had its origin with Robert Hendrix, chairman of a Riverside Business College veterans' committee. He said that the Los Angeles Regional VA Office told him that the entire Riverside county branch would be closed and moved to San Bernardino.

The petition in Riverside county is expected to contain the names of more than 1500 veterans.

CHARLES BEAUDREAU, Riverside Business College registrar, said Congressman John Phillips informed him by telephone on Thursday night from Washington that he was in complete sympathy with the veteran protest.

Phillips said that he would recommend to Carl R. Gray, Jr., VA chief, that if cuts in VA personnel are made, they should be made among high officials, not among field workers.

Veterans claim in their protest that no reduction in personnel would result but that traveling expenses would be incurred to San Bernardino.

True wisdom consists not in seeing what is immediately before your eyes, but in foreseeing what is to come.—Terence.

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Tuesday March 9, 1948

The Desert Sun—7

Political Advertisement

Political Advertisement

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Political Advertisement

# New Hat in the Ring!

## To the Voters of the First District:

I Am Taking This Medium to Announce to the Voters of the First District of Palm Springs My Candidacy for Councilman of This District

We all have a reason for doing the things we do in life and also the purpose we wish to accomplish. These reasons and my purposes will be my campaign platform. Surely every candidate must state his principles, his ideals and his aims, and have a concrete foundation for his claims in order to be an honest and able public servant. Especially mind you, for an office that PAYS NO SALARY.

I am fully aware of the time and effort this job will demand to fulfill the needs of a city whose growth is expanding so rapidly that only a young and vigorous council can match its progress. I am able and willing and determined to carry out this job.

I love Palm Springs and intend to spend the remaining years of my life here. It is therefore my desire to make this city the place everyone who has heard of it thinks it is! My main thoughts are your children and mine. . . . We must give them adequate schools and competent teachers . . . we must give them parks and playgrounds, and everything that goes into making good, healthy, honest and respectable children.

It is the job of the city council to protect the people from the rising costs in public utilities. And I want to emphasize the tremendous rates and the planned increase in rates of water, power, and telephone intended for Palm Springs.

I only wish I were articulate enough to put into words how vital an issue this coming election can mean to us of this city. As it is, I trust you are concerned and anxious to carry on.

I will from week to week state my aims and intentions through this newspaper. With your faith in me and by the grace of God, your new councilman will be,

Yours sincerely,

**JERRY NATHANSON**

Candidate for Council First and Eighth District

P. S. The First District occupies all that territory of Palm Springs south of Ramon Road—east and west of Palm Canyon Drive.

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BOB LANE at the "88"

[Piano . . . that is]



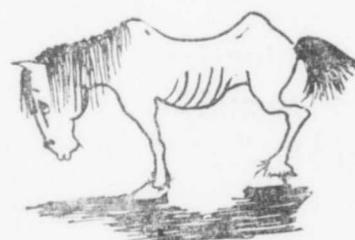
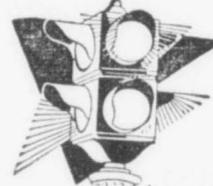
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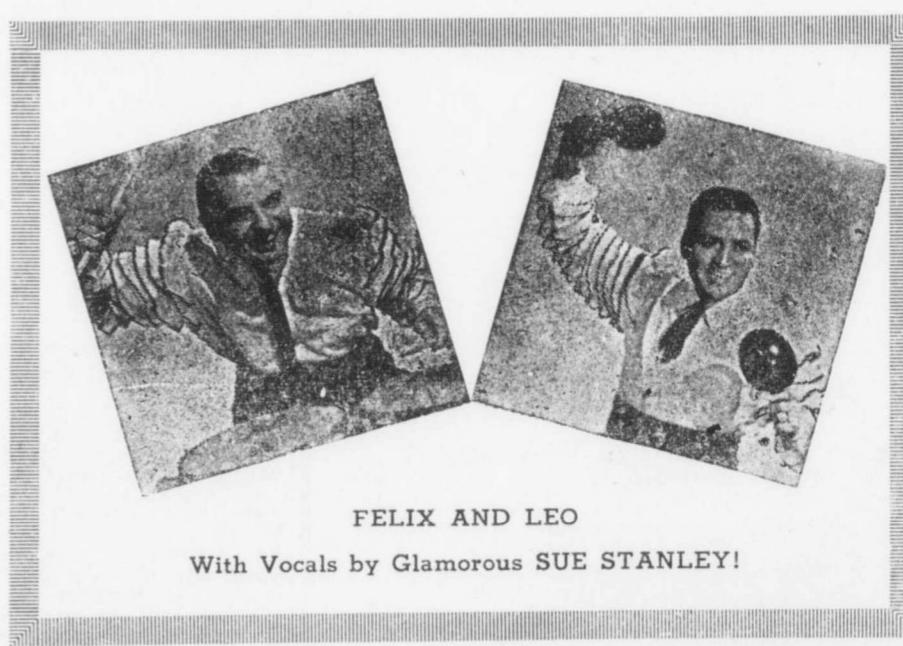
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SUE STANLEY

# Great Parade Saturday One of Big Features of 12th Circus

Colorful Floats, Bands, Other Entries to Be in Line of Big March Down Palm Canyon Drive

Chairman Phil Delano Completing Plans for Annual Trek Past Multitudes; Many New and Colorful Features Added to This Year's Event

Everybody loves a parade but Villagers, winter residents and visitors here during Circus Week will be treated to the longest, and most spectacular parade in the history of Palm Springs.



**PARADE CHIEF**—Phil Delano, president of Los Compadres club who is chairman of the 12th annual Desert Circus.

And beside this, giving all diligence, add to your faith virtue; to virtue knowledge.—II Peter 1:5.

The serpentine spectacle will start unwinding itself near the former Torney General hospital grounds at 10 a.m. Saturday March 13 for the march down Palm Canyon drive.

There will be more musical aggregations, more mounted units and more floats participating than ever before according to Phil Delano who will for the third straight year be in charge of parade arrangements.

**THE GRAND MARSHAL** of the Parade will be none other than the honorary Mayor of the town, Bob Hope. Hardly anyone has ever seen the famous radio and screen star on a horse during his professional career but he will be mounted as he follows closely the lead of Little Bear.

Little Bear as she has every parade that has marched down Palm Canyon Drive will lead the 12th annual parade on March 13.

Word was received this week by Earl Coffman, that Leo Carrillo, noted horseman, radio and screen star, will also be present in the Village during Circus Week and he, too, will ride in the parade as an honored guest. Last year Carrillo was to have been the Marshal of the Parade but a last minute professional engagement interfered.

**DELANO ANNOUNCED** Wednesday that seven bands will



**OLD TIME FEATURE**—A nostalgic atmosphere will be lent the colorful 12th Annual Desert Circus parade as it moves along Palm Canyon drive this year on Saturday, March 13, for one of the features

take part in the parade. They include the Huntington Park band, Salvation Army, Long Beach high school, American Legion drum and bugle corps, Caledonian Scotch Pipers, the Tournament of Roses band and the musical aggregation from the University of Southern California.

Mounted organizations will include among the many the Los Angeles sheriff's posse; Sheriff Jim Stoker's San Bernardino posse; Sheriff Carl Rayburn's Riverside posse; Colton's mounted group, Redlands' mounted police, Sheriff Eugene Biscailuz auxiliary mounted posse number 5 of Monrovia, Los Montados, Fontana, and the Los Chinacos of Indio.

Eight floats were entered almost at once in the parade," declared Delano, "and many others have come in since."

**OTHER PARADES** have had their elephants, their lions, their clowns, and all the authentic circus day touches. And this year's parade will have its old-time authoritative touch, too.

There'll be a steam calliope to wind up the march, a real one dug from its museum place just to roll down Palm Canyon drive dispensing the sweet music which used to thrill the old-timers when they were kids as it will thrill the kids of today.

**PHIL DELANO**, chairman of the parade, announced today that the calliope which will bring

will be a good old-fashioned calliope! Parade Chairman Phil Delano has announced that the calliope, pulled by three pairs of horses, will be

sent here for the parade by R. Hazard, contractor, of San Diego. Scores of entries are assured from all parts of Southern California.

## Minstrel Show to Be One of Feature Spots in Insanities

Those minstrels are in again. Villagers and friends who were delighted with the Minstrel show number in last year's "Village Insanities", will be glad to know that many of the same members of that troupe have been rehearsing long and hard for a completely new version of black-face hilarity and harmony for the "Insanities" to be staged in connection with the Desert Circus.

**UNDER DIRECTION** of Broadway producer, James Wharton, rehearsals are progressing most satisfactorily. Melba Bennett, Producer of "Insanities" since their inception ten years ago, reports that the burnt-cork boys have mastered the bright new numbers going into the act. The tricky and melodious arrangements were made especially for the show by musical conductor and arranger,

Rex Koris of National Broadcasting company.

Among those who have been rehearsing are Kenny Paul, Harry Reid, Bob Zeck, John Seamans, Gordon Hanson, Bill Minor, Corky Hammond, Johnny Ryder, Larry Rappe, Seamus Nunan and George Skuse.

And of all these melody makers, only two can actually read music.

**WHEN THE CALL** for volunteers went out tenors, basses, baritones, responded and Wharton had himself a really musical group to work with.

They came not only from Palm Springs but from other points in the desert to don black face and really go to town with their music and their gags.

The act promises to be one of the high spots in the Insanities.

Chilly drafts can be reduced by blowing mineral wool full-thick into exterior walls.

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IT'S A PLEASURE—Leo Fields, left, shakes the hand of Travis Rogers after socking him during a recent circus at the Kangaroo Court, always a laugh and a money-getter at Circus affairs here. All funds collected from the unwary as injustice is meted out, go to worthy charities. And Fields, who has presided at every Circus court held, gets plenty but makes the miscreants he socks, like it.

**Kangaroo Court, With  
Fields as Judge, One of  
Top Features of Circus**

The biggest money getter and believed by many to rival in popularity and interest any of the other features during Circus week, is the Kangaroo court and it wouldn't be so but for the presence of "Judge" Leo Fields, the incomparable magistrate.

On the "bench" ever since Kangaroo courts became a part of Circus Week, victims of the court have found it easy to part with their gold and only because "Judge" Fields made the extraction so painless and pleasant.

**A CONSUMMATE ACTOR** with long experience in the theatrical world, the show that Fields puts on, actually brings forth those deep belly laughs and there being no aisles in which to roll the customers, some of them have been known to sit down on a curbstone unable to stand through the convulsions of laughter.

Fields casually look at the object and then took a second gander. Then he stepped forward and took the proffered purse. He opened it, examined its contents, satisfied, he turned to the man, said:

"Thanks, Pardner—the Redeye is on me for the rest of the night."

To friends Fields said that the purse was his and that he had missed it for two days. It contained, well a sizeable amount and not a penny was missing.

**THE INCIDENT**, friends are wont to say, stems from the realistic manner in which Fields

plays the role of Judge—so well that it inspires honesty in every stranger who has witnessed one of his court sessions.

During the forthcoming Circus week, Leo Fields will be back in his old role as Kangaroo Court Judge. Last year he almost broke his record as the presiding justice. Asked to appear via telegram by Barney Hinkle, chairman of last year's Circus, the message found Fields in a hospital recovering from a major operation.

Doctors told him this was one Circus he was certainly going to miss. This order fell on deaf ears. He brushed aside his nurses, told his doctors to turn their attention to other patients and skipped out for Palm Springs. He arrived here thin and wan and presided at the Kangaroo Court session to break all records for money collected.

**JUDGE FIELDS'** roots are deep in the show business of the country. At one time he toured the nation as a vaudeville performer and later in two Broadway shows, "The Devil's Host" and "Privilege Car." With his brother J. B. he entered the theater business still operating under the name of Fields Brothers Enterprises with houses in Maryland and Washington, D. C.

Leo now plans to establish a ranch on Ramon road for the breeding of palomino horses and when this ranch idea of his materializes the Village will see more of him as he himself has wanted for many years.

A foot-candle, the unit for measuring light, is the amount of light produced by the flame of a standard candle on a surface a foot distant.

FIELDS PLAYS the role of Kangaroo Court judge so realistically, strangers in town perhaps with a conscience heavy with the guilt of some secret misdeed have avoided his eagle eye by slinking down the opposite side of the street.

A season or so ago, the story goes, a visitor who is the soul of abstinence all year except during Circus Week, buttonholed Fields every time he came within arm's reach of the Judge.

"Judge," he was heard to say on one occasion, "I want to do a little confessin'."

AT THIS POINT Fields would interrupt by pointing out that the

play's the role of Judge—so well that it inspires honesty in every stranger who has witnessed one of his court sessions.

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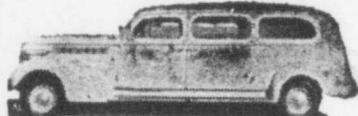




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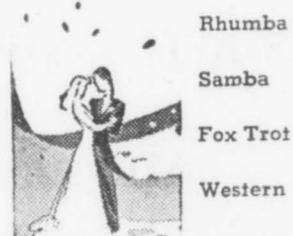
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## Climax to Circus Will be Selection Of "Sweetheart"

One of the biggest events on the 12th annual Desert Circus schedule—the last but by no means the least—will be the spectacular Wild West show with its additional feature, the selection of the 1948 Sweetheart of the Circus.

The event is scheduled for the Field Club on the afternoon of Saturday, March 13, next Saturday.

Frank Bogert, boss of the one field event of the Circus week announced last week that he had rounded up more than a dozen active members of the Palm Springs Horsemen's association who helped him in arranging the nearly 15 events on the day's program.

**TICKETS** for the show went with rapidity after being put on sale down-town and indications are there'll be a great crowd to be thrilled by the events.

The new feature—judging of the Sweetheart of the Circus has been added this year and already has created tremendous interest over southern California. Each entry in the colorful parade, scheduled for 10 a.m., Saturday, March 13, is entitled to sponsor a candidate for the Sweetheart title. The entrant need not ride a horse in the parade but must be in the line of march, making it possible for the girls to be on horseback, passengers in cars or wagons, or compete as a drum majorette. The only requirement is that the girl entrant be in the parade. The contest is opened to married as well as unmarried girls.

**CIRCUS HEADQUARTERS** at the Chamber of Commerce received an immediate response to the Sweetheart announcement. Posses throughout the southland have notified Chairman Bogert that they will have contestants, and many other groups such as bands, community floats and others are expected to feature the comely girls.

And it will be worth something to be adjudged Circus Sweetheart. She will receive a complete western outfit, Westmore makeup and a screen test in Hollywood. This feature is expected to become a major annual competition in connection with the Circus.

IT HAS BEEN DECIDED that the traditional Desert Circus Queen will not be eligible for competition in the Sweetheart contest.

As for the field events of the Wild West Show Bogert is planning as wide a variety as probably has ever been seen here.

G. 'Buzz' Bynan

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From where I sit ... by Joe Marsh

How to Put Up with Women's Styles

When Will Dudley's missus finally gave in to the new-style longer skirts, Will was mighty critical at first. Allowed as how women were a slave to fashion... ought to dress to please their husbands and not style designers.

Sue finally reminded Will of his habit of sitting by the radio Saturday afternoons in shirt sleeves and old slippers, listening to the sportcasts with a mellow glass of beer. Suggested that maybe Will was a slave to comfort.

And Will admitted she was right.

Copyright, 1948, United States Brewers Foundation

## Costumes for Village Insanities Result of Long, Patient, Cheerful Hours Put in by Willing Volunteers

A busy bee-hive of industry, the output of which goes a long, long way to make the Desert Circus a success but which too often goes unsung, is to be found in the behind-scenes activities in all departments.

Take the Village Insanities, for instance.

Wonderful talent on the stage to make this show a success—wonderful talent, wonderfully arrayed. And the colorful costumes with which they are arrayed represent long planning, thinking and hard work.

**THERE'S WHERE** some of the unsung heroes come in. The people who worked long and hard behind scenes preparing the settings and costumes which play a big part in making the Insanities the thorough success they have been in the past and will be again this year.

Marienda Borden, Mary Delano and Gretchen Wright organized the staff and for the past weeks they and their willing and enthusiastic helpers have been busy designing, cutting, sewing and fitting so that when the curtain goes up on this year's edition of that great show—the Insanities—the cast will truly outdo Solomon, who in all his glory, was not so arrayed.

**HELPING** in this labor of civic pride and spirit have been, are and will be:

Mrs. Ida Dobkins who designed and cut the patterns for the chorus girls;

Lori Lee Lyin, original costumes for the Joy Hodges;

Mrs. Mary Delano, created costumes for Pat Morgan and "Pearl";

Mrs. Ruth Prothro, designed and constructed all hats and wigs;

Peggy of Virginia Bell Beauty Solon, designed and created the hair styles.

**THOSE WHO HAVE** donated many hours of labor on sewing, cutting and fitting are Mrs. Helene Nordstrom of Snow Creek; Mrs. Fern Jones of Palm Springs; and Mrs. Rex Koury of Los Angeles.

Shoes for the members of the cast were in charge of Lynn Emerick.

Designs for much of the show were made by that clever young

Some of these will be team tying, cowhide race, silver mounted competition, balloon busting match, trick riding and roping, clowns, calf roping and tying, chuckwagon race and many others. The complete program and chairmen for the events will be found elsewhere in this issue.

IT HAS BEEN DECIDED that the traditional Desert Circus Queen will not be eligible for competition in the Sweetheart contest.

As for the field events of the Wild West Show Bogert is planning as wide a variety as probably has ever been seen here.

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For the field events of the Wild West Show Bogert is planning as wide a

## Circus Events To Be Recorded For Posterity (and Broadcasts) By Mikemen from Radio KCMJ

Palm Springs' radio station, KCMJ, just one month into its third year of broadcasting, makes its third series of special events broadcasts for the Desert Circus this week. But it's made easier this year by the presence of one of those magic tape recorders, that can go anywhere, and then prove it.

Handled by KCMJ's huge, blond announcer, Hal Davis, the recorder is now packed easily into two traveling suitcases. And this week, they'll really travel. For they start tomorrow at the wonderful Desert Inn luncheon. But Davis will have no time to eat; he'll be too busy making interviews, describing other people's heaping platefuls, and recording some of the fines levied by Kangaroo Court Judge Leo Fields.

ON THURSDAY, the suitcases travel over to Rogers Stables, where Davis and Art "as long as he lasts" Laboe will try their best to get into realistic form a description of the taste of that delicious barbecue, western style, and the beautiful fashions to be paraded by models.

Incidentally, Laboe made his Friday afternoon in front of Tor-

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ney hospital, on the green parkway. Give 'em room!

All these special events will be broadcast twice on the days on which they take place. They'll be aired both at 4:15 and 10:30 p.m. Wednesday, Thursday and Friday.

SINCE SATURDAY is parade day, KCMJ will send Davis and Morgan up on the balcony of one of the hotels on Palm Canyon drive, to record an hour-long description of the floats and bands and horse entries. That will be broadcast both Saturday night at 7:30 and on Sunday morning at ten o'clock.

KCMJ Assistant Manager Roland Vaile recalls with some reluctance the struggles of two previous Desert Circus Week special events schedules. Two years ago, the KCMJ production manager, Hal McIntyre, was a former circus barker himself, so he fitted right into the spirit of the occasion, merely donning a ten gallon hat and boots to adapt to the Palm Springs Circus atmosphere.

LAST YEAR, the heat at the Children's Pet Show almost melted the KCMJ equipment, wilted the announcer and engorged him with the grease paint worn by the clown-man, and streaked the grease

KCMJ ordinarily offers a calm, business-like atmosphere, broadcasting at 1340 kilocycles both programs of local interest and the outstanding program schedules of the Columbia Broadcasting System. Manager Dick Joy and his co-owner, Don McBain, bring to the desert many years of experience at KNX, and with CBS shows from Hollywood to New York. Joy is currently heard on the CBS Wildroot show, Sam Spade, while McBain flies for United Airlines.

Yes, it's a calm place most of the year. But not in Desert Circus Week!

Some people drive in compliance with the admonition "Never let your left hand know what your right's doing," say a Department of Motor Vehicles license examiner. But they seldom get drivers' licenses, he adds.

Don't forget to peer around your automobile corner posts at intersections. The Department of Motor Vehicles says that many an accident has been caused by the corner post concealing an on-coming vehicle.

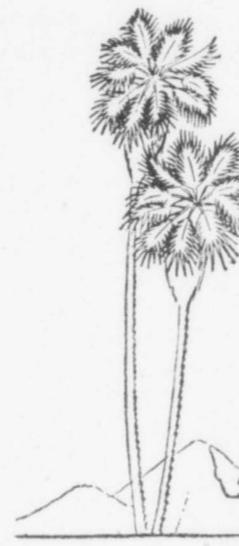
Out west both men and women wear blue jeans, but the overall effect is different.—Eddie Cantor, radio and screen star.

Whatever reputation I have is due to the fact that I never open my mouth unless I have something to say.—George Bernard Shaw, British playwright.

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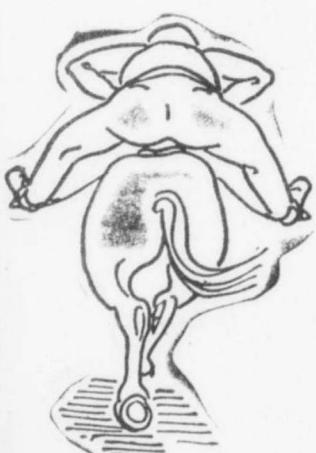
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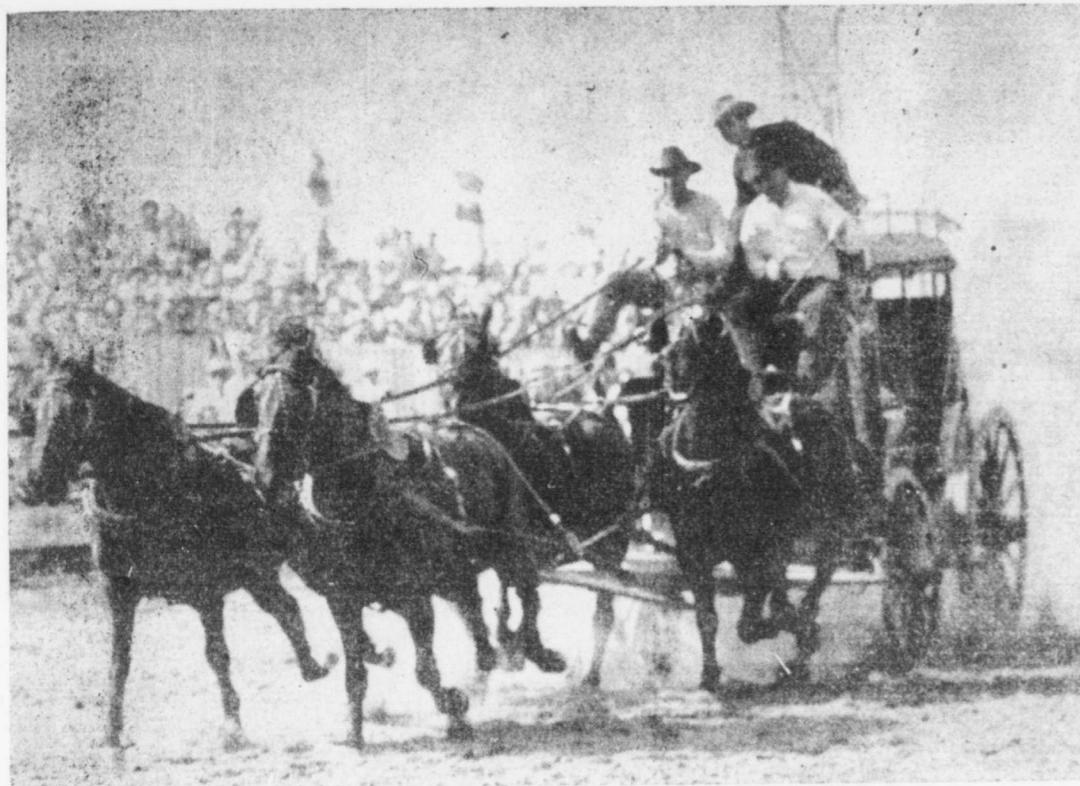
\$3.00 for Ride — \$3.60 for Steak Dinner

**Breakfast Ride**

\$3.50 for Ride — \$2.00 for Breakfast

**Circus Week Headquarters!**

JACK MAHONEY, GENERAL MANAGER



**EXCITING**—There'll be no bang-banging of rifles or masked desperadoes riding alongside but the stage coach will rock and roll just the same in the Wild West show in connection with the 12th annual Desert Circus. A preview of what the event will look like if plans go well is shown above in a picture of a previous stage coach race.

### MASSAGE

Karalyn Dee

at the  
Famous Indian Hot Springs Baths

118 North Indian Avenue  
Phone 8585



### Gay Programs to Help 'See' Circus And be Souvenirs

Villagers and visitors who take in the big four-day Desert Circus which gets under way tomorrow, will have an easy time following the various events and in keeping in touch with what's going on.

The 1948 edition of the Desert Circus program came off the presses last Saturday and was ready for distribution today. The program will be much in demand as a souvenir and to keep in touch with the many events between now and next Saturday night.

**YOU CAN'T** tell the players without a program—that old familiar chant at all big events, will be true here. While there are no numbers there are plenty of names.

Representing weeks of hard work on the part of Chairman Lloyd Simon and his Souvenir Program committee, all of whom worked wholly as volunteers without any kind of remuneration, the program will carry the complete schedule of activities, names of all participants in the events and with a special section devoted to the Village Insanities.

**ASSISTING** Chairman Simon in soliciting for advertising are Billie Moseley, Senator George Mapole, Richard Grant and Roger Williams.

There will be an added feature of this year's program—several prizes. Top gift will be a \$100 U. S. savings bond to be given away at the 49'er Jamboree Saturday night, March 13, on the Bullock's parking lot.

A GREAT ASSORTMENT of other prizes will be awarded at the events beginning with the opening luncheon at the Desert Inn on Wednesday, March 10.

### Horsemen's Assn. Formed to Protect and Promote Trails

The Palm Springs Horsemen's association was formed in the spring of 1946 by a few business men of the Village, with the declared purpose of protecting and furthering the interests of horsemanship and all riding groups or individuals in this resort area.

It is affiliated to other such organizations by membership in the California State Horsemen's association, is incorporated and has a monthly meeting of directors to discuss plans for events or such matters as trail building and fund raising.

**THE P. S. H. A.** also has its annual ride for members and guests which it has officially named the Palms to Pines Ride. The third one is to take place in mid-April this year and promises to become the best planned and most interesting one yet undertaken, as it will be through some rugged terrain that calls for trail blazing. One of the night's campsites is beyond the reach of trucks, so a pack train is to be fitted out to transport equipment and food.

Among other work of the club is the sponsoring of local rodeos, horse gymkhana, development of better trail systems inside and outside the city. It is also hoped that a first-rate national horse show, inviting owners of only the best horses, can be held here in the near future. A plan for this was commenced by a committee of the Horsemen's Association last fall but was postponed until better facilities can be prepared at the Field Club.

**THESE MUST INCLUDE** an enclosed arena with boxes and bleachers surrounding the show ring. In addition to this, it will be necessary to construct about 100 box stalls for the valuable horse flesh that will be brought here by the proud owners.

The Horsemen's association feels that such a show will not only interest lovers of horses, but will bring great national publicity to this resort. The same facilities will be useful for rodeos, carnivals, conventions and fashion shows.

We must frankly face the fact that the European recovery program will add to our difficulties in trying to control inflation.—Secretary of Commerce Harriman.

Serious consideration will be given immediately to this problem of pensions for World War I veterans, their widows and dependents.—Rep W. H. Meade (R.) of Kentucky.

**CLASSIFIED ADS—PHONE 2249**



You don't need New Year's Day to make one resolution which will make your future more secure. In fact, this February day is as good as any day for this resolution: All you have to do is to sign up for the Payroll Savings Plan for buying Savings Bonds. Just write your John Henry once. After that, your money is invested for you every payday automatically. In just 16 years you get back \$4 for every \$3 invested. If you are in a business or profession and the Payroll Savings Plan is not available to you, ask for the Bond-A-Month Plan at your bank.

*U. S. Treasury Department*

But the seventh day is the sabbath day of the Lord thy God; in it thou shall not do any work, thou nor thy son, nor thy daughter, thy manservant, nor thy maid-servant, nor thy cattle, nor the stranger that is within thy gates . . . —Exodus 20:10.

At 60 miles per hour, admiring the scenery from behind the wheel may result in contemplation of Nature through a hospital window.

PALM SPRINGS, CALIF.  
Tuesday March 9, 1948

Speed can be a mania. Don't be a maniac, warns the Department of Motor Vehicles.

**BALANCE REQUIRED**  
A bowling ball must have six sides in proper balance.

### LAKE TAHOE FOR SALE

Newly constructed cottage court for much less than actual construction cost. \$20,000 cash will handle.

Complete Circular on Lake Tahoe properties for sale, business and residential, Nevada and California.

**THE HEFFERNAN LAND CO., Inc.**  
KING'S BEACH, LAKE TAHOE, CALIF.

**VERNON A. CHAPMAN, M. D.**

Fellow of American College of Surgeons

Announces

The Reopening of His Palm Springs Offices

(Formerly at 435 N. Palm Canyon Drive)

At New Location in CARNELL BUILDING, Second Floor

Corner North Palm Canyon Drive at Arenas

Examination and Treatment of Eye, Ear, Throat, Nose and Sinuses

Office Hours: Forenoon—10:00 to 12:00

Afternoon—2:00 to 4:00

Excepting Saturdays and Sundays

Other Hours by Appointment

Telephone Palm Springs 2842

Summer  
in  
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in  
PALM SPRINGS

### MARIE BELYEA Realtor

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Rentals—Reservations—Sales

"ONLY THE BEST"

### Furnished For Desert Living

Large View Windows, Parquette and Asphalt Tile Floors  
All Air-Conditioned - Completely Walled Lot  
2400 Square Feet Floor Space, Furnished by Bullock's  
3 Bedrooms - 2 Baths - 2-Car Garage

To See This Home Is to Want It! \$18,000 Will Handle

**HAROLD HICKS, Real Estate**

2736 — Phones — 6711

### DESERT INN GARAGE

193 North Palm Canyon Drive

Factory Trained Mechanics  
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BRAKE SERVICE  
STORAGE

Free New Car Service With Your Coupons

FIRESTONE TIRES

Whitewall Tires in All Sizes

LIGHT SERVICE  
PARTS and ACCESSORIES

GOODYEAR TIRES

Lifeguard Tubes

NIGHTLY

IN THE

Wonder

Bar

NOW

OPEN

TO

THE

PUBLIC

Also  
**ROY RANDOLPH**  
and His  
Exhibition  
RUMBA  
and  
SAMBA  
DANCERS



1948 DAILY RESOLUTION  
KEEP BUYING AND HOLDING  
U. S. SAVINGS BONDS

U. S. Treasury Department

### Wonder Palm Announces Entertainment by 3 Caballeros



"YOUR OLD FAVORITES"

**Latin American Rhythm Makers**  
COCKTAILS and DANCING  
A WONDERful PLACE for a WONDERful TIME  
CIRCUS VISITORS  
WELCOME

DINING ROOM OPEN  
TO THE PUBLIC  
By Reservation Only  
ELEGANT DINNERS  
Reservations Ph. P. S. 1444

Drive out on Highway 111, Indio-Palm Springs Highway, just beyond Cathedral City you'll see the Neon sign.

PALM SPRINGS, CALIF.  
Tuesday March 9, 1948

## Desert Riders Are Outgrowth of Urge To Gallop in Open

Since 1930, the few early risers in this famous desert resort have witnessed a spectacle which occurs probably nowhere else in the world. Every Wednesday morning, from November to May, they have seen riders from many stables and ranches trailing out across the desert—their objective a cowboy-cooked breakfast.

It all started when numerous residents out riding for the fun of it every other day or so would cross trails and become better acquainted. They decided to gang together to combine exercise and sociability with eating. About thirty organized a club and named it "Desert Riders". It never had any more high faluting code or purpose than to enjoy horse-

manship, companionship and good appetites.

**ANNUAL DUES** are nominal and used mainly to construct and repair riding trails into the canyons and over the hills hereabouts, opening up picturesquely country that would otherwise seldom be seen by visitor or oldtimer. Several thousands of dollars have been spent on this work, in addition to hundreds more on collecting and burying trash left by stupid picnickers and transients among the brush and dunes.

A small sum is spent on entertainment by guitar-playing cowboys who render such tender ditties as "Home on the Range", "Blood on the Saddle", "Strawberry Roan" and dozens more western or folk songs. All this takes place around the chuck wagon where the hands set up a charcoal fire in portable grill. The aroma of fried eggs, ham, sausage and hotcakes is rivalled only by the fresh scent of sagebrush.

**EACH YEAR** an informal election of officers takes place; not for a president, treasurer or sec-

BY SEPTEMBER, invitations

retary as in a plain everyday sort of club. These officers are designated Roundup Boss, Straw Boss, Top Wrangler, Buck Boss and Trails Boss. Once a month, when the desert moon is high in the heavens and so brilliant that one can read a newspaper by the light from it, members and their families and friends ride out to a campfire steak dinner in a cove or canyon. These have become so popular that they wish there were two full moons each month.

The route was north into the Morongo Valley, then into Yucca Valley and among the wonderland of rocks at Key's Ranch for the third night's camp. The return was by way of the Pinto Basin where wild mountain sheep abound and down Thousand Palms Canyon into the Coachella Valley again.

**EVERY YEAR** with the exception of the war period the Vaqueros and their guests have ridden out of Palm Springs for a few days of camp life, taking their sleeping bags, horse blankets, kitchen equipment, victuals, liquor and fodder by truck. Entertainment is furnished by a couple or so professional cowboy guitarists plus a heap of gratutious songs and stories by well known movie personalities or other accomplished members around the campfires.

Unlike the Desert Riders, these camping trips are strictly for men only, needless to say, many of whom come from various parts of the nation. Some have their own horses and tackle with trailers, while the remainder rent an outfit from local stables.

Guards who sit at the light-house of freedom must not go to sleep. To go to sleep is to lose freedom. And freedom is not everlasting. — Attorney General Clark.

The same narrow, stupid, selfish mentality is governing America. It's business as usual, profits as usual, and, now with an election coming up, politics as usual. — Walter Reuther, president, UAW.

Pears filled with cottage cheese, dressed with mayonnaise and served on a bed of watercress make an attractive, nourishing and delicious salad. Either fresh or canned pear halves may be used.

United States troops should stay in Italy indefinitely to assure law and order.—Rep. John Lodge (R.) of Connecticut.

Edmund Gwenn, the distinguished English actor who made such a big hit as Santa Claus in "The Miracle on 34th St.", was telling us at the Lamb's Club about a play he was touring with in the provinces in England. Meeting a man who was in to see the show, he asked: "What made you go in to see our play?" "I have a cold and the doctor told me to avoid crowds," was the answer.

## HEADS & TALES

By JOE LAURIE, Jr.



## CONTROL WEED LOSSES

To reduce the estimated \$43,000,000 yearly loss irrigation farmers suffer from weeds, the bureau of reclamation is carrying out a weed control program on reclamation projects in 17 western states.

## PLUMBING Heating and Cooling

### HENRY A. SIMSARIAN

850 N. Palm Canyon Drive  
PHONE 7414

## WHERE TO GO FOR FUN FOOD ENTERTAINMENT

For ...  
BREAKFAST  
LUNCH  
DINNER



For ...  
DINING  
and  
DANCING



For ...  
COCKTAILS  
PARTIES



For ...  
PRIVATE  
PARTIES



For ...  
FLOOR SHOWS  
ENTERTAINMENT



## A WORLD OF PLACES TO GO-- MANY ATTRACTIONS FOR THE VISITORS-- ALL FOR YOUR PLEASURE

### EXOTIC . . .



typical  
"SOUTH  
OF THE  
BORDER"  
atmosphere

New  
Elaborate  
Restaurant

### RANCHO CARRILLO

On Monroe Street South of  
Palm Springs Hiway—INDIO

#### Mexican Food

At Their Best

Try the "Jess" Carrillo  
Special Plate  
Steaks - Fried Chicken

ENTERTAINMENT  
... NIGHTLY by  
"South of the Border"  
DESERT CABALLEROS

Open from 4 to 1

Reservations Suggested  
PHONE INDIO 7428  
No Cover - No Minimum

### Trav Rogers IS BACK!



Come On Out—  
We've Got the  
Best Riding Horses  
in Town!  
ROGER'S RANCH

Drive Out Paseo El Mirador

Follow the Signs

PHONE 2761

### Where to go for—

## Fun -:- Food -:- and Entertainment

### RAINBOW ROOM

BOB SALTER  
and His Piano — Nightly

### ROYAL ROOM

WITH CARL—at the Organ  
Playing "Your Favorites and Mine"

### ROYAL PALMS HOTEL

"In the Heart of the Village"

### Chinese-American Dinners

Open 6 P.M.—3 A.M.

Dick Henson's  
CANTONESE  
HOUSE

Phone 2953

On Amado Rd.  
by the  
Golf Course  
Entrance

### PALM SPRINGS FINEST RIDING HORSES

#### La Cita Stables

1680 E. Ramon Road — Phone 7374

#### Horses Boarded

Breakfast Rides Every Saturday 8 A.M.

### Mexican Food

Tacos  
Tamales  
Chili  
Enchiladas

Open 2-2  
Sat.-Sun.  
12-12  
Weekdays

Orders To Go

La Casita

361 E. Andreas Rd. Ph. 5454

### CACTUS CAL BY MR. DEES



Entertaining Nightly  
FAY THOMAS  
"The Musical Maniac"  
For Good Living—It's

Mr. Dee's  
PALM SPRINGS  
394 N. PALM CANYON DR.  
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### Bill Ude's

Dinners - Cocktails  
Serving Food That'll Make  
You Come back for More!

Mineral and Cabinet Baths  
Massages by Skilled Operators  
Desirable Accommodations - Excellent Meals

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### PAGO PAGO

Where It's Always Fun Time

The Inimitable  
MARTHA DAVIS, Songs and Pianolouges  
in the MURAL ROOM

THE THREE CABALLEROS  
in the NEW BANYAN ROOM

DINNERS—from \$2.50

Fortnight Says, "The Best in Town!"

Phone 9000  
for Reservations  
Free Parking

317 N. Palm Canyon Drive

### ROGERS RANCH

"THE STABLES"

#### STEAKS — CHOPS

Those Incomparable Spare Ribs

Thursday Nights—HOE DOWNS—Saturday Nights

"Where the Fur Meets the Fur-til-izer"

Phone 2761 for Reservations

The  
Doll  
House

Relax - Refresh  
Throughout the . . .

COCKTAIL HOUR . . .

Bob Lane at the Piano

DINNERS FROM 4 P.M.

DANCING AT 9:30 P.M.

BRUNCH FROM 11 A.M.

OPEN DAILY

GEORGE and ETHEL STREBE

Fine Food Always

Go Western  
SADIE HAWKINS  
NIGHT Each  
THURSDAY  
Fun - Favors

For Your Entertainment  
DINING - DANCING

to the  
SWEET MUSIC  
of

FRANKIE ORTEGA

Sensational Piano  
Stylist and His Band

ZANZI BAR  
185 E. ANDREAS RD.

Specializing in

ITALIAN FOODS

HOME MADE RAVIOLI

STEAKS - CHICKEN

Complete Ravioli and Spaghetti Dinners, \$1.50

Includes Antipasto - Salad - Minestrone Soup

Dessert and Coffee  
Closed Mondays

SO YOU MAY KNOW THE SPOTS TO GO FOR GOOD FOOD—ENTERTAINMENT—PLACES TO GO

### Welcome DANNY GAUNT

The West Coast's  
Favorite Pianist

### ENTERTAINMENT NIGHTLY

from 8:30 Till?  
at  
CATHEDRAL CITY

COCKTAIL HOUR  
Sat. and Sun. 1 to 5

FINEST FOOD  
6-Course Dinners  
Incl. Salad, Desert, Coffee  
From \$1.25

Totem Pole Special Steak  
\$2.50

PATIO SERVICE  
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LESLIE and DOTTIE MEANS  
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RAY MARTIN, Your Host  
"CISCO," Drink Dispenser

### Southland Drinks

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SIPS-N-SNACKS

- Luncheon Salads
- Fountain
- Health Juice Specials
- Sips-n-Snacks to Take Home
- Sandwiches

Junction South Palm Canyon  
and Indio Highway  
Phone 9004

### The '49er Room

Presenting

### THE THREE ... LOOSE SCREWS

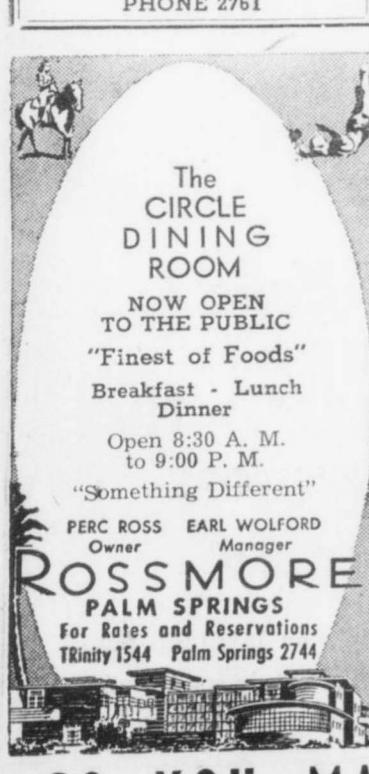
Hilarious Entertainment  
With

MAURY WALKER  
At the Piano

Plus

HELEN GOLDEN  
Queen of the USO  
Held Over  
by Popular Request!

If's the  
HOTEL DEL TAHQUITZ  
This Season



The  
CIRCLE  
DINING  
ROOM  
NOW OPEN  
TO THE PUBLIC  
"Finest of Foods"  
Breakfast - Lunch  
Dinner  
Open 8:30 A.M.  
to 9:00 P.M.  
"Something Different"</

# Village Insanities Top Circus Feature After Humble Start

Originally a Little Show for Opening Circus Luncheon It Now Plays Leading Role in Annual Festival and Now Is a Three-Night-Run Affair

At its very beginning, long before it was known as the Village Vanities, its destiny and subsequent success as the stellar feature of Circus week was interwoven with the heart, soul and sparkling energetic mind of Melba Bennett.

She was the first to disclaim any credit and will place before you a long list of Village names and with her eyes shooting sparks declare: "these are the people who have made the Village Vanities possible."

**BUT THEIR WORDS** and tribute carry you back to the dynamic spirit whose energy expended in staging one of these spectacles, weeks before the curtain rises, could figuratively build the Tramway—Melba Bennett.

Since she and her husband Frank settled in Palm Springs years ago, time has proven Melba, given a task—and she has seen plenty of them, such as trustee on the school board, committee work for the Chamber of Commerce, or what have you—the job will be done with fervor

AGAIN THE QUESTION arose:

## Looking For a Bargain?

Very Attractive Home in Pleasant Neighborhood

Only \$14,500 Unfurnished

2 Bedrooms - Cheery Kitchen - Two-tone Walls  
1 Bath - Restful Patio - New Drapes

**HAROLD HICKS, Real Estate**

2736 — Phones — 6711

### Third Section

#### The Desert Sun

Palm Springs, California  
Tuesday, March 9, 1948

"Who had charge of staging the event?" She didn't hear the question at first and continued to talk about the first show. It was necessary to ask her again.

"Why we all had a hand in it. Nobody could put it on alone."

"Yes Mrs. Bennett, but who directed these people?"

"Well if it's that important to the story, I was chairwoman in charge."

**IT WAS HARD** to get much out of Melba but word by word, question by question, the story was extracted, and behind the scene moved the genius of the show, Melba Bennett. Unlike a professional show where bickering and petty jealousies run rampant behind the curtain and between dressing rooms, all who have played a part in the Village Vanities since their beginning are loud in their praise of Melba.

She said that some of the Villagers would have a little show arranged, "all local talent, mind you," she interjected, "each doing his little bit and everybody just loved the show."

"In 1941 it was decided to stage this show as a separate feature of Circus Week," continued Melba, "and the first show was a huge success. It only played for one day."

AGAIN THE QUESTION arose:

**THE ONE IN 1946**, the third of its kind to be held at the Plaza Theater was a huge financial success. It played to capacity houses on both days of the staging.

Last year the event called the Village Insanities was held at the Palm Springs Tennis Club and the first financial failure for the two nightly showings was chalked up.

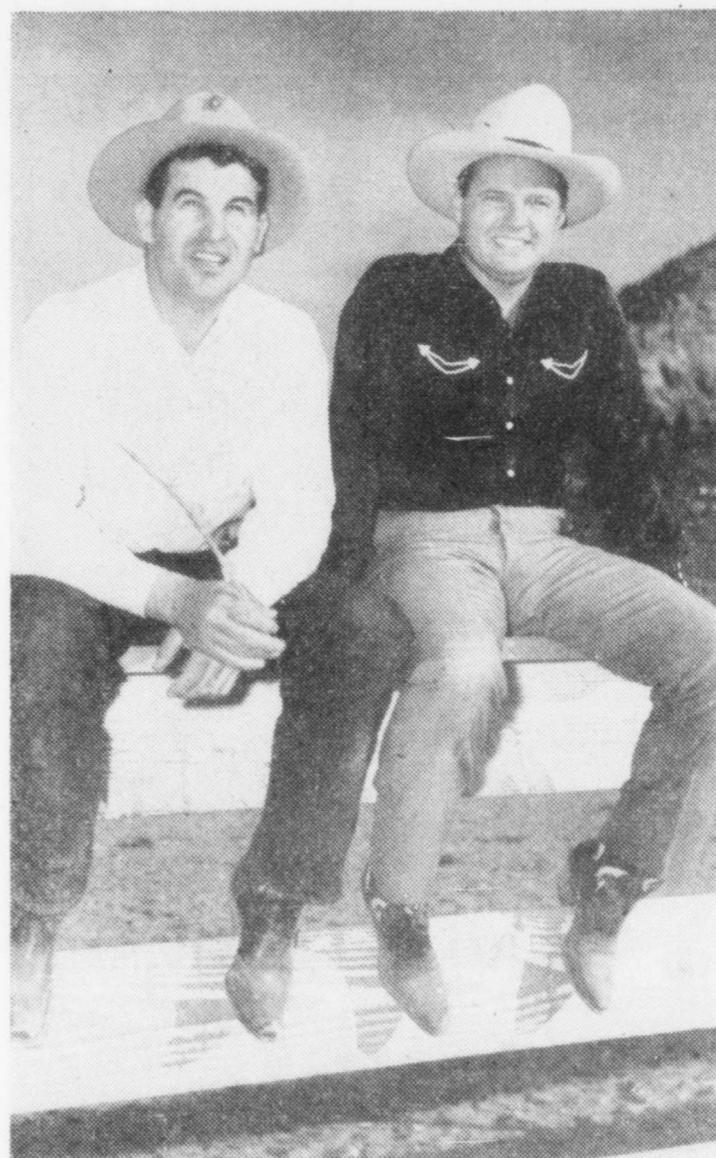
"The trouble last year," declared Melba, "was the desire on the part of a lot of people to wait until the second night to attend. We didn't sell out on the first night but hundreds who had banked on seeing the show on the second night were turned away for lack of space."

**THE INTERVIEW** was being conducted in the auditorium of the Palm Springs Woman's Club and as usual Melba was the first there awaiting the arrival of the cast for the 1948 Village Insanities.

"Now these are the people actually responsible for the staging of the Village Vanities," Mrs. Bennett pointed out.

"There for example is Harold Hicks, Culver Nichols, George Strebe, Dr. Frank Purcell and Frank, you know my husband."

**SHE SAID THAT** the above named persons including Marienda Borden have been in one or



TALKING IT OVER—Frank Bogert, left, and Barney Hinkle, sit on a corral fence and talk over past circuses and on how good the 1948 edition is going to be. Both have played a prominent part in previous circuses and will play a big part in the current one. (Gayle Studio photo.)

two shows. Her husband she said has been in every one.

"Frank," she said, "claims he plays in the production because he wants to save my face at the last minute with his characterization of the tramp, usually in the last act or woven through the show from the floor of the auditorium," she laughed.

"And don't forget the others like Mary Jane Hicks, James Wharton, Ernest Flatt, Rex Koury, Tony Burke, Gretchen Wright, Ernie Dunlevie, Willard Geib and Jack Breck. Most of all the 'angel' of the show Lloyd Simons who assists by hard work the sale of advertisements in the Village Vanity program.

**ABOUT THE SHOW** this year? It's a deep, dark secret but it

will be bigger and better than ever before. Take the world of Melba Bennett and believe it.

"Yes it will," she reiterated and by the shake of her head and the determined set of dainty chin and firmness of mouth and eyes, you can safely bank your last dollar that it will be.

Jesus chose this method of extending the knowledge of Himself throughout the world; He taught His truth to a few men, and then He said, "Now go and tell that truth to other men."—Phillips Brooks.

Preach the word; be instant in season, out of season; reprove, rebuke, exhort with all longsuffering and doctrine.— Timothy 4:2.

Léron  
of Fifth Avenue, New York  
SHOWING AT THE  
POTTER CLINIC BUILDING — SOUTH APARTMENT  
1020 N. Palm Canyon Drive  
Phone 8554

A Superb and Distinctive Selection of  
European Linens and French  
Model Pure Silk Lingerie

Hand-Knit Wool Dresses  
By Eve Garforth  
Made to Order for Distinguished Customers

MRS. HARRY MEYER  
Pacific Coast Representative



## Ranch Dinner and Western Dance

THURSDAY, MARCH 11

Dinner at 7 P. M.  
\$4.50 per Person  
Kindly Make Reservations Early

PHONE 2255  
Our Stables Open to the Public Daily  
BUFFET LUNCHEON AT POOL  
Sunday, 12 to 2 P. M.  
\$2.50 Per Person

Don't Miss . . . the . . .

## Wild West Show

AT THE  
**FIELD CLUB**

**SATURDAY**

**March 13 — 2:30 P. M.**



A Revival of the Show that Made Saturdays Famous in the Earlier Circus Days.  
**FUN — ACTION — THRILLS**  
**OVER \$1,000 IN PRIZES**

**SWEETHEART OF THE CIRCUS** to be chosen from Contestants representing organizations entered in parade

**BRAND NEW 1948 CADILLAC** given away at 4 P. M.

Frank Bogert, Manager of the Show

### 18 BIG EVENTS . . . Including

Grand Entry—Calf Roping—Ribbon Tying—Parade Horse Class—Matched Pairs—Open 1/4 Mile Race—Balloon Match—1/8 Mile Race for Children.

**MONTE MONTANA**, Trick Roping—**JESS KELL** and His Trick Mule—**BOZO**, the Clown—**ZEKE BOWEY** and His Pinto Horse.

★ JUDGING SWEETHEART CONTEST ★

**RELAY RACE**—Western Singles Class for Men—**WESTERN SINGLES CLASS** for Women—1/4 MILE BRAGGER'S RACE—COWHIDE RACE—BENDING RACE—**MONTE MONTANA** and His Famous Liberty Drill Team of Six Pinto Horses.

**AWARD OF NEW 1948 CADILLAC**

THIS ADVERTISEMENT MADE POSSIBLE BY THE

**Palm Springs Builders' Supply Co., Ltd.** Phone 2107

Serving Palm Springs and the Surrounding Desert Area for More Than 25 Years—490 E. Sunny Dunes Rd.





**CHAIRMAN**—He's the human dynamo of the 12th Annual Desert Circus. It's Bill Grant, the general chairman. Oregon cattleman who spends his winters here, Grant is devoting his full time to preparation of what presages to be the greatest yet in Desert Circuses. When the going gets tough in arrangements for the four days on big goings-on at Circus time, he dreams of fishing for steelhead on the Rogue River in Oregon which flows through his ranch property.

## Valuable Prizes, Plenty Of Entertainment, Will Climax Circus Week

With a list of cash prizes and valuable merchandise to be distributed and the "Sweetheart of the Circus" to be chosen, the Wild West Show Saturday, March 13, at the Field Club promises to be a fitting climax to this week's annual Desert Circus.

The event will get under way at 2:30 p. m. Frank Bogert, who has taken a leading part in many Circuses, is in charge of this crowning event of the big week.

**IN THE ENTERTAINMENT** field will be several outstanding stars. Monte Montana, coming back by popular request after his recent rodeo appearance here, will present his complete show including the Liberty drill by his six pinto ponies in a ring in addition to his nationally-famous trick riding and roping in which he is assisted by his wife and son, equally fine artists on horses. Also, Monte, a screen and rodeo star of many years, will enter his famed stage coach in the parade Saturday morning.

Also to be seen in action will be Bozo the Clown, Jess Kell and his bucking mule and Zeke Bowery and his trained pinto. All three top-notch performers will add comedy to the entire afternoon's program.

**EARL HENDERSON**, Portland, Ore., capitalist and winter resident here, started the ball rolling on the prize money for the show by offering a \$100 prize for the open quarter mile. With the assistance of John Munholland, he then spread the news of the show among others of Palm Springs with the result that prize contributions were made in cash by Cliff Henderson of Palm Desert, Palm House, Palm Springs Biltmore, John J. Kovacovich, William McKay, father of the Circus Queen, Marilyn McKay; Milton Hicks, Milton Josephs, Bank of America and the Del Tahquitz hotel.

In addition to the cash awards, approximately 25 merchants have donated splendid merchandise awards. Names of this complete list will be announced later, Bogert said.

**PRIZES** for the Sweetheart of the Circus, who is to be chosen from among girls entered by the

groups participating in the parade from all parts of Southern California, have come in from many sources. She will receive a tailored-to-order western suit from Nudie, the famous rodeo tailor; a western hat and boots from Bullock's Palm Springs store, a makeup kit from the House of Westmore and a screen test by a major studio.

Famous judges will select the winner. Among them will be Bob Hope, honorary mayor of Palm Springs, two or three other screen celebrities, Leo Fields and Wally Westmore.

**BY STARTING TIME** of the race, interest is expected to be at white heat in the revival of the famed "Bragger's Race" in the Field Club show. Palm Springs horsemen will ride their own horses in a spirited quarter-mile event. Not more than eight will compete. Entrants to date include Phil Delano, George Rasmussen, Frank Bogert, Warren Coble, Kenny Paul and Joseph Butler. Prize money will be distributed in three prizes.

A lot of rivalry is expected to be generated in this race by next Saturday.

**MANAGER BOGERT** has arranged a program of events that will rival a Barnum and Bailey circus for three-ring event for action and thrills. He plans to have event run off like clockwork, and wherever possible, two or more will be underway simultaneously.

And very important will be the awarding at 4 p. m., at the Field Club show of a \$3000 Cadillac car. Tickets of admission to the Wild West Show which is being kept at a low cost in order to encourage more home-town spectators, are obtainable at the ticket booth downtown.

We have not reached the stage of push-button warfare and the best estimates are that we are not likely to for at least 10 years.—Owen J. Roberts former Supreme Court Justice

Chicago's claim that its street names are the shortest is based on the fact that the average name contains only six and one-half letters.

## FOR SALE

### BRAND NEW 8-UNIT APARTMENT

COMPLETELY AND TASTEFULLY FURNISHED  
ALL WITH KITCHENS

LANDSCAPED - PAVED DRIVEWAYS

SITUATED ON 1 1/3 ACRE OF LAND  
SUFFICIENT FOR 12 MORE UNITS

IN THE DUDE RANCH AREA

MORE SUNSHINE

A Bargain at  
**\$55,000** EASY  
TERMS

Shown Any Time

## RANCHO MIRAGE

Dial 2721—Then Ask for 1112  
Ask for

HARRY HOLT, Vice-President-General Manager

I told him I would no more interfere in how he should conduct his business than I would ask him for advice on how to perform an operation.—Brig.-Gen. Wallace H. Graham, White House physician, stating his grain dealings were the work of his broker to whom he gave free rein.

The United States is now assuming its place of world leadership in its own interests as well as the interests of mankind.—Rep. C. A. Eaton (R) of New Jersey.

### Income Property Five Units

Excellent location near Lone Palm. Shows exceptional return on investment of only

**\$35,000**

### SHEPTENKO

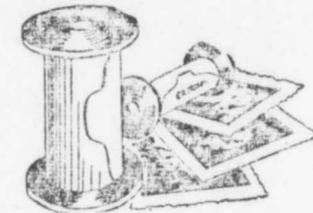
475 N. Palm Canyon Drive  
The Pioneer Realty Co.  
of Palm Springs  
Phone 7366 - 2614

Desert Camera Shop's Regular Finest Quality 1-Day Photo Finishing for

### ALL DESERT CIRCUS WEEK PICTURES

Saturday's Parade Shots  
Will Be Delivered Sunday, March 14th

### ALMOST UNLIMITED SUPPLY OF ROLL FILM and COLOR MOVIE FILM



*Desert Camera Shop*

"IN THE SKY BLUE BUILDING"

288 N. Palm Canyon Drive

Phone 3633

to date...

# \$1,018,560 IN LOT SALES!



...proof that *Palm Desert*  
is America's Smartest Investment

This is a "Thank You" message to the families who have made it possible for Palm Desert to attain the spectacular record of more than a million dollars in lot sales in 18 months.

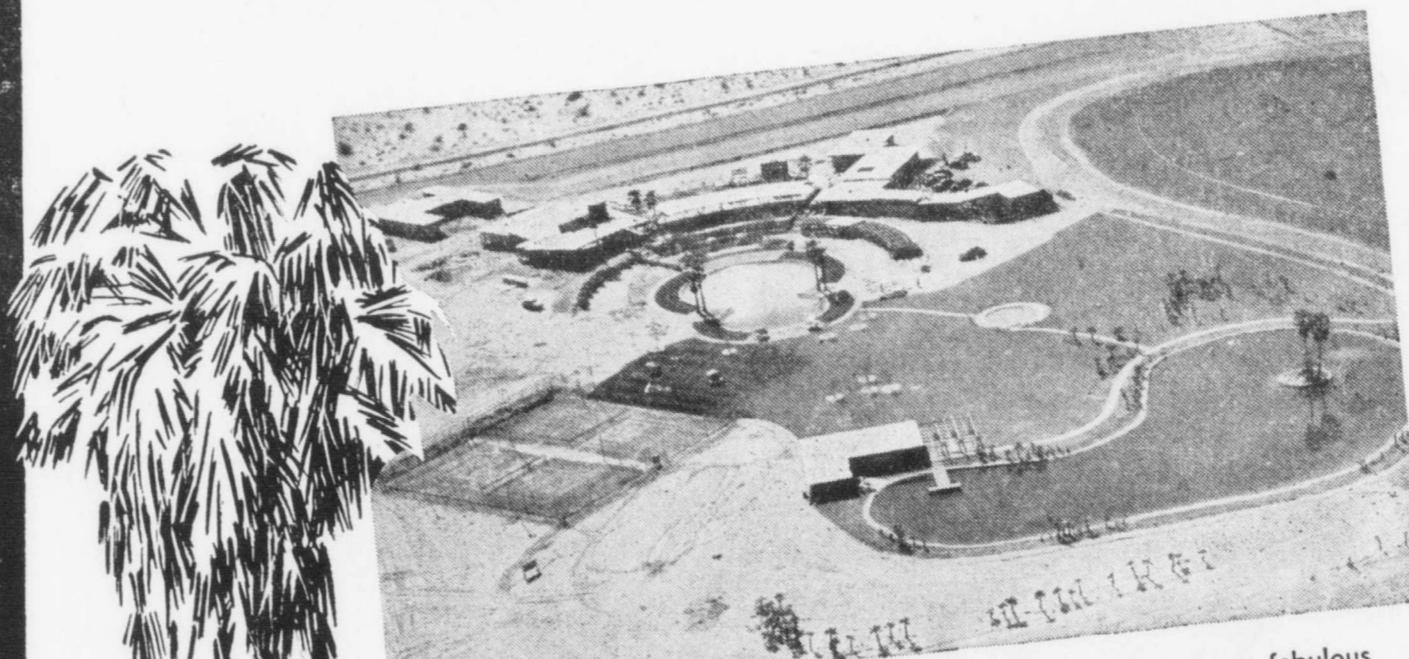
One look at Palm Desert and you'll see why it happened! 1600 acres of sunlit desert have been transformed into a wonderland . . . a planned community of homes, churches and schools, with miles of roads, a huge water system!

The future of Palm Desert isn't a misty dream.

It's here now, today, to see . . . to enjoy!

Visit Palm Desert this week. See fabulous Shadow Mountain Club, its mammoth swimming pool. See the lake in the desert. See lovely Firecliff Lodge and other resort properties already finished and occupied. See the desert's most beautiful homes.

See it all and you'll understand why America's smartest investors are saying that Palm Desert is America's smartest investment.



ANOTHER  
ONE  
MILLION  
DOLLARS  
IN PRIVATE  
CONSTRUCTION  
UNDERWAY

Air photo taken on Friday, February 27th shows fabulous Shadow Mountain Club construction as of that date. Members are now enjoying more than 70% of the club's facilities.



*Palm Desert*  
PALM DESERT CORPORATION

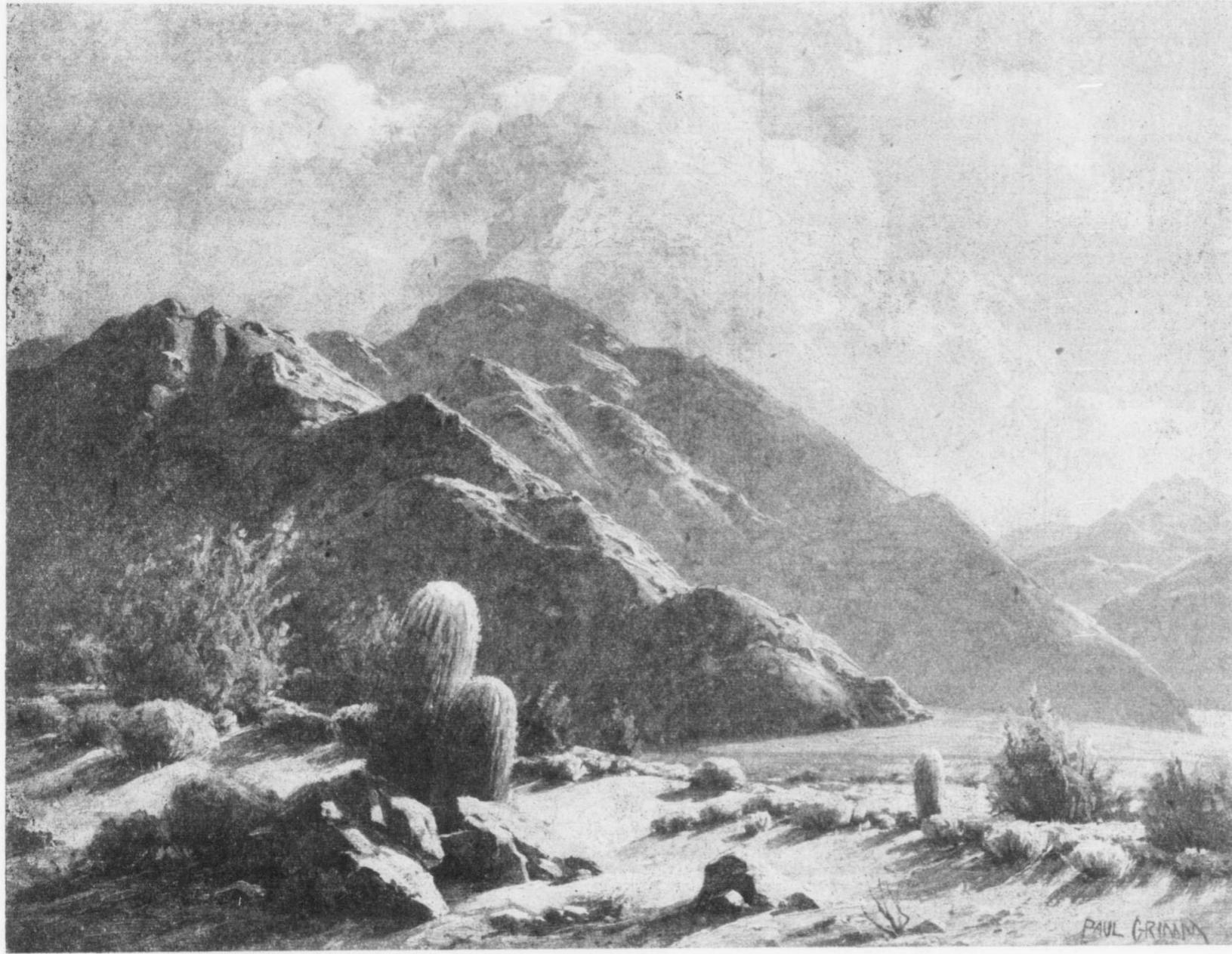
Palm Desert, California

CLIFFORD W. HENDERSON, FOUNDER, PRESIDENT

Los Angeles Office, 6123 W. Third St. • Phone Webster 3-2661

Tract Office on Property or See Your Own Broker

EDITH WARD, Tract Agent



UNDER THE DESERT SKY—Paul Grimm, noted Palm Springs artist, whose canvases of our desert have long aroused highly favorable comment, considers this one of his best. It is entitled

"Under the Desert Sky." The Village artist is equally adept at marine scenes, rugged mountain vistas and desert expanses. He has captured the charm and lure of the desert on canvas and his

gallery of desert subjects has attracted wide comment from Villagers and winter guests at his Palm Canyon drive studio.

## Have Fun . . .

Enjoy

The Desert Circus Week Events

IN PERSON

Then Hear Them Broadcast

By TAPE RECORDING

Insanities  
TUESDAY—4:15-4:30 P. M.  
10:30-10:45 P. M.

Kangaroo Court  
WEDNESDAY—4:15-4:30 P. M.  
10:30-10:45 P. M.

Barbecue—Fashion Show  
THURSDAY—4:15-4:30 P. M.  
10:30-10:45 P. M.

Children's Pet Show  
FRIDAY—4:15-4:30 P. M.  
10:30-10:45 P. M.

Parade  
SATURDAY—7:30-8:30 P. M.  
(With Parade Results)

Parade  
SUNDAY—10:00-11:00 A. M.



Anybody Can Use Classified Ads — Smart People Do!

## Dilworth Sees Early Action on County College

Strong optimism that the State legislature will appropriate money in its current session for a four-year branch of the University of California at Riverside was expressed in a letter received this week from State Senator Nelson Dilworth.

Dilworth also disclosed that the regents of the university had formally approved the proposal for a four-year college here.

The complete text of his letter, addressed to this newspaper, follows:

"You will be interested to know that I have just heard that the regents of the University of California have approved that portion of the Strayer report which recommends a branch of the University be established at the present Riverside campus."

"The university will request this session of the legislature for an appropriation of funds for buildings and equipment."

"I anticipate favorable action by the legislature."

The California commission on higher education, headed by Dr. George D. Strayer recommended that the new campus here be prepared to handle an initial student body of 1500, and estimated that the cost of buildings would be \$4,500,000. It also proposed additional construction for the university's citrus experiment station here.

From 1909 to 1941, about a third of American consumption expenditures were for food, liquor and tobacco, although the proportion declined somewhat during that period.

Storing aluminum utensils in a dry place is important, for this helps prevent pitting. Avoid stacking utensils to prevent scratches and denting.

CLASSIFIED ADS—PHONE 2249

Chilly drafts can be reduced by blowing mineral wool full-thick into exterior walls.

We have no desire to split the world," Ernest Bevin, British Foreign Secretary.

## Desert Paintings

## Paul Grimm Galleries

OPPOSITE DESERT INN

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S

HORSES - CLOWNS  
PARADE COMING DOWN PALM CANYON  
STARTING TIME AT 10 A. M.

SEE US FOR YOUR CIRCUS WEEK

• Wines

• Liquors

• Beer

**The PALM SPRINGS DRUG  
AND IMPORT CO.**

OPPOSITE DESERT INN  
Phone 3333 and 4844

PHIL DELANO

JOHN ARCHIBALD

## Palm Springs Best 'Bargain'

Main house has 2 bedrooms, enclosed porch, living room, dinette, kitchen. Guest house has living room, bedroom, kitchen and bath. Heated and filtered swimming pool. Completely furnished. A home plus good income.

All for \$32,500

## Raymond Cree

ASSOCIATES

Anthony Burke - Burnham Bigelow  
Miriam Richards - Barbara Nodurft  
Willard Geib

## FOR SALE

Your Dream Home on the Desert!

JUST COMPLETED BY OWNER-DESIGNER

and incorporates the finest in planning for comfortable desert living. This new home is on 100x100 ft. lot located in a residentially restricted tract 2 blocks west of the Biltmore Hotel and out of the wind belt.

Three large bedrooms, 2 baths, wonderfully large living room built around unusually styled natural brick patio.

This home has many outstanding features: Two 30-gal. hot water heaters. Built-in forced air furnace automatically regulates the rooms temperature. Unusually attractive interior color styling and large plate glass window areas. Large kitchen, which includes snack bar for serving patio.

We could tell you more—but if you are really interested in buying a LOVELY HOME—come out and see this one NOW. It won't last long!

1530 CALLE PALO FIERRO

**LIPSTICK BLOTTERS**

Tiny booklets of lipstick tissues can be tucked into a purse or pocket to blot lipstick and save linens from messy smears.

I don't care whether I am President of the United States again as long as there is world peace.—President Truman.

**PALM SPRINGS VILLAGE THEATRE**Continuous from 1:45 P.M.  
PHONE 4384

Tues.-Wed., March 9-10



PATRICIA WHITE

**Rose of Santa Rosa**  
The Hoosier Hot Shots—Also—  
LAWRENCE TIERNEY  
TED NORTH  
—in—**"DEVIL THUMBS A RIDE"**

NEWS CARTOON

Thurs.-Fri., March 11-12

**TIM HOLT**  
NAN LESLIE  
—in—**"UNDER THE TONTO RIM"**

—Also—



ELYSE KNOX

**FIGHTING JET**  
JOE KIRKWOOD • LEON ERROL

NEWS CARTOON

**U. S. Citizens Only Is Board Decision**

Hereafter only citizens of the United States will be employed in Riverside county service, the supervisors decided last week.

This policy was approved on motion of Supervisor Arthur Weirick, of Corona, seconded by Supervisor James L. Easley, after discussion and denial of a request by the county health officer that a non-citizen nurse be employed.

A young antelope is known as a kid.

**PLAZA THEATRE**Continuous from 5 P.M.  
Sunday Only from 2 P.M.  
PHONE 7384

Tues.-Wed., March 9-10

While His Wife Lay Dying...  
*He sought a New Love!***CHARLES BOYER in****'A WOMAN'S VENGEANCE'**

with Ann Blyth-Sir Cedric Hardwicke

NEWS CARTOON

Starts Thurs., March 11

**SCOURGE OF THE WEST!**

YVONNE De CARLO DAN DURYEA

in **BLACK BART**

COLOR BY Technicolor

with Jeffrey Lynn Percy Kilbride

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## Palm Springs Personalities—

—By Barbara Schilly



Mr. and Mrs. George J. Harney and their daughter, Barbara (upper left), were recent guests at the Chuckwalla Manor and find that each year they come to Palm Springs they enjoy it more. From Oakland, the Harneys are popular in social circles and are members of many clubs. Mr. Harney's hobby is riding... and a special pleasure to him was the fact that this year he brought his "pinto" with him and could enjoy the desert that much more.

Second year visitors are Mr. and Mrs. Lawrence Sexton (upper center) and Mr. and Mrs. Frederick Machlin (lower

right) who stayed at the Palm Springs Pueblo. The men enjoyed golf and their wives shared their husbands' enthusiasm for the game also... but in a different way... they had a very pleasant time sitting in the sun knitting socks... golf socks. Mr. and Mrs. Sexton are from San Gabriel and Mr. and Mrs. Machlin are winter visitors from Connecticut.

Mrs. H. A. Handler and her son, Douglas, 4 (upper right) are Tahquitz Vista guests for several months. Douglas, as most children, has gone all out for the type of life the desert offers and is so enthused about

swimming, hay rides, picnics and playing cowboy that he just does not know what he likes best... unless it be a certain horse by the name of Tiny at La Cita Stables. The Handlers family is from Chicago.

A regular and popular winter guest to Palm Springs from Portland for the last ten years is Forrest T. Berg (lower left) prominent Portlander, and president of the Chas. F. Berg shop in the northern city. Mr. Berg usually makes his Palm Springs home at the La Siesta where he stays several months of each year. His favorite desert "sport" is sunning but he

can also be frequently found on the golf links and at the Racquet Club.

Mr. and Mrs. O. H. Martinsen (lower center) of Stamford, Connecticut spent four months in Palm Springs last year... liked it so much that they returned again to spend several months this season at Seville Cottages. However, Mr. Martinsen has an apology he would like to make... their car has a Florida license plate... but he claims all innocence. Mrs. Martinsen is especially fond of Indian jewelry and enjoys shopping in the various curio shops.

Bones and implements of a race of California Indians who lived 15,000 to 20,000 years ago have been unearthed by University of California anthropologists.

### TRAILER PARK FOR SALE

Approximately 6 Acres of Land  
Room for 170 Trailers Plus Recreational Facilities  
Possible Total Gross Income—\$21,000

**Charles Mathews**

Realtor

—ASSOCIATES—

**Irving Brooks — Leona V. Smith**

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"There Is Only One Palm Springs"  
Or See Any Member of Palm Springs Realty Board



AT THE PLAZA—Yvonne de Carlo has a rendezvous with Dan Duryea. A scene from Universal-International's "Black Bart," in color by Technicolor which starts Thursday night at the Plaza theatre.

Anybody Can Use Classified Ads—Smart People Do!

Six original hand-woven silk, gold and silver  
SAREES\* from East India (7 yard lengths).  
Shown by Appointment Only  
Eve M. Anderson  
Phone 5605

\*Due to the present day economic situation no more merchandise containing gold may be exported from India.

### Indian Group Gaining Ground Declares Judge

The Federated Indians of California were informed by Judge John W. Preston, the proposed legal counsel for this organization, that he had submitted the attorney contract to the Department of the Interior for approval on February 12, 1948. This contract was submitted, amended and accepted by the delegates and members of the Federated Indians of California at a general meeting held in the Sacramento County Courthouse on December 7, 1947.

The Federated Indians of California was founded by 32 California Indian leaders from various sections of the state of California on March 25, 1946. The organization was necessitated by the need for immediate action to counteract the activities of unscrupulous lawyers and other persons, among the California Indians. The success of this all California Indian led and controlled organization is apparent in the fact that they are the only group of California Indians who have filed their claims against the United States government. Their claims were filed with the Claims Commission on September 22, 1947 for claims dating back to 1851 and 1852.

An announcement was made by Chief William Fuller of Tuolumne, chairman of the Federated Indians of California, to the effect that it is not necessary for the California Indians to sign a power of attorney in order to have their claims filed. Further information may be obtained by writing to the office of the Federated Indians of California at 2727 Santa Clara Way, Sacramento, California.

With new cars getting lower and lower—in height, not price—the agile pedestrian's chances of survival are increased. Besides jumping forward or backward out of harm's way he can conceivably leap over the top.

The Isle of Man is the native home of Manx cats.

### TUTORING

English - Latin  
Algebra - Geometry  
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15 Years Experience  
Eastern Schools and  
Colleges

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### DINE AT THE WISHING WELL

CAFE AND COCKTAIL LOUNGE  
BREAKFAST - LUNCH - DINNER

Offering a Superb Menu—Charcoal Broiled Steaks,  
French Fried Shrimp, Southern Fried Chicken

Prepared by One of Southern California's Most Accomplished Chefs  
Formerly With a Leading Palm Springs Cafe

INDIVIDUAL BUNGALOWS - SWIMMING - COCKTAILS

PALM SPRINGS, CALIF.  
Tuesday March 9, 1948.

The Desert Sun—5

Some keep the Sabbath going to church.  
I keep it staying at home,  
With a bobolink for a chorister,  
And an orchard for a dome.  
—Emily Dickinson.

Basil is an herb that helps the flavor of all tomato dishes. A pinch added to condensed tomato soup as it is being heated improves the soup.

### COMPLETE FLOOR COVERINGS



**Asphalt Tile**

A wide range of colors and designs. All work done by trained men with over 15 years experience in tile laying.

COMPLETE SATISFACTION GUARANTEED

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**GREETINGS**

To  
You

and the

### DESERT CIRCUS

From the

**Lee Andersons**

Send Her a Superb Covalda Date Gift Pack  
We Ship 'em Anywhere—Any Time

and for All Occasions

Drive down today... and order date bearing palms as a decoration and provider of dates in your own back or front yard. Beautiful Deglet Noor, Khadrahi and Gahidi offshoots. Beautiful decorations—and luscious dates!



### COVALDA

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Formerly With a Leading Palm Springs Cafe

INDIVIDUAL BUNGALOWS - SWIMMING - COCKTAILS

PALM SPRINGS, CALIF.  
Tuesday March 9, 1948

In Burma, the signal corps used elephants in pole-line construction. The elephants not only carried the poles, and placed them in the holes, but provided platforms on which the workmen stood to string the wires.

Austria's oil output, a subject of international controversy, increased from 7,000 metric tons in 1935 to 1,500,000 in 1944.

**FREE HEALTH LECTURE****DR. KAY MULLENDORE**

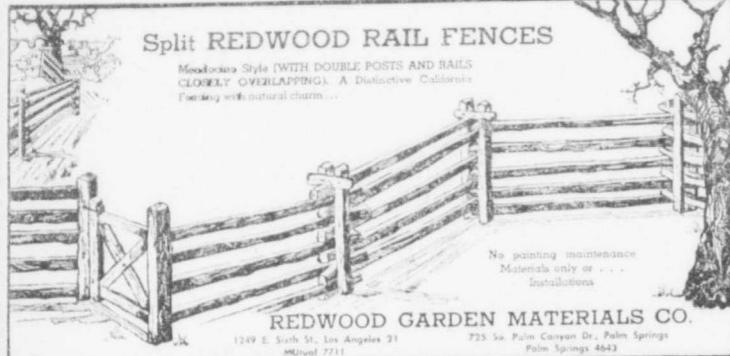
Eminent Dietitian

and

**MARY BARRETT**

TUESDAY, MARCH 9th AT 8 P. M. AT

Palm Springs Woman's Club Auditorium

**RIDE****'EM****COWBOY!****Circus Greetings--**And When You Want to Buy or Sell  
That Lot, Home or Business Property

See Us

**H. H. FOSTER**

ASSOCIATES, INC.

Real Estate

101 North Palm Canyon Drive

PHONE 3555

"Where  
Am I Going?"

"Why Pardner, I'm a  
goin' to the Desert  
Circus like everyone  
else.  
"I'll be seein' ya there"



**California  
Electric Power Co.**

lectures, etc., offered to the public.

**AMONG THE PEOPLE** to visit the Museum during the last three weeks were visitors from Fairbanks, Alaska; Sydney, Australia; the provinces of Alberta and Saskatchewan, Canada; Honolulu, Hawaii; and Kiev, Russia; as well as some 25 different states of the United States.

Received from Marie Barker are three Indian baskets made by the Pima Indians of the Gila Desert of Southern Arizona, one basket made by the Chemehuevi Indians of the Mohave Desert, and one plaque made by the Hopi Pueblo Indians of Central Arizona. These baskets will be exhibited by way of comparison with the local Cahuilla baskets which we have on display at the present time.

**ALSO RECEIVED** last week were four very valuable Audubon prints from the giant Elephant Folio printed in London in 1830. These were donated by Mrs. H. W. Armstrong of Smoke Tree Ranch and are being framed to supplement the beautiful Audubon painting of the mocking-bird which Mrs. Armstrong donated to the Museum last season. The four new prints are all of birds of prey and include the black vulture (feeding upon the carcass of a deer); the red-tailed hawk (in the act of carrying a rabbit off to its nest); the black warrior (another name for Harlan's hawk, which is closely related to the red-tailed hawk and is an eastern bird); and the Stanley hawk (the old name for the Cooper hawk, which is shown chasing a bluebird). The Elephant Folio of "Audubon Birds of America" was originally published in Europe in 1830 and limited to 100 copies, selling for \$100.00 each. These few volumes have been scattered all over the world and very few of them have been left intact. Most of them have been taken apart and the huge plates, which measure approximately two feet by three feet in size, have been sold individually for from one hundred to several hundred dollars apiece.

**NEXT SUNDAY**, March 14, a special field-trip to 49 Palms Canyon in Joshua Tree National Monument is scheduled. These special Sunday trips, one a month, are conducted for the especial benefit of those persons who work during the week but anyone interested is invited to participate. This particular trip will involve about 3 miles of round-trip trail hiking. Meet at the Museum at 9 a. m., return at 5. Bring lunch.

The Star-gazer Walk for March is to be conducted by the Museum director at 8 p. m. Sunday night, March 14. Those interested meet at the corner of Ramon road and Palm Canyon drive.

Special attention is called to a change in the March schedule: The all-day Bird Trip originally scheduled for March 28 will be held one week previous to that date, since the 28th falls on Easter Sunday. Therefore the trip will be on Sunday, March 21, from 9 a. m. to 4 p. m. Mr. William Norman Jupe will lead the party, which will drive to Pinyon Flats on the Palms-to-Pines highway. Those interested meet at the Museum shortly before 9 a. m. Bring lunch.

**ORIGINALLY** collected many years ago in Chino Canyon by Donald Robert Geggie was a fine large local Cahuilla olla (pronounced "oi-yah"). Since there was no desert museum at that time, this choice piece of pottery,

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**Brand New  
Modern  
TWO-BEDROOM HOME**  
Tastefully decorated in excellent desert colors. Close-in location in fine residential tract.

**PALM CANYON DRIVE  
APARTMENT UNITS**  
Income Schedule \$75 Per Day  
\$30,000 Will Handle

which is about two feet high and as wide with a very narrow constricted top, was given to the Southwest Museum in Los Angeles to be added to their extensive collection of Indian artifacts from all over North America. Later on, when the Desert Museum became established, Geggie felt that this olla should be exhibited in and a part of the permanent collection of the local Palm Springs Museum. Therefore, he petitioned the Board of Trustees of the Southwest Museum to have that particular item returned here. The policy of the Southwest Museum is ordinarily not to either give or sell any object which has been donated to them; however, in this instance they very graciously made an exception and the olla was last week exhibited and unpacked by the Desert Museum where it can now be seen on display in the little alcove at the

front of the lecture hall. It is to be hoped that other persons in the Village that do possess similar objects of great local and historic interest may be induced to either loan them or to donate them to the Museum where they will be ensured safe keeping and protection, and where they will be viewed by some 50,000 people each season.

**CLASSIFIED ADS—PHONE 2249**

ASSOCIATES  
Frances Elliott  
Mel LaVigne  
Wm. Helser

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2216-7233  
443 N. Palm  
Canyon Drive

**SPECIALS**

2 Bedrooms, 1 bath, new—Moderne, steel sash, Venetian blinds, garage, unfurnished.....	\$16,000
2 Bedrooms, 2 baths, furnished, patio, landscaped, corner lot.....	\$18,000
2 Bedrooms, 2 baths, patio, walled lot, garage, guest room, unfurnished.....	\$23,000
3 Bedrooms, 3 baths, Moderne, furnished, garage, large lot, landscaped.....	\$25,000
4 Bedrooms, 3 baths, 3 fireplaces, furnished, walled lot, exclusive location.....	\$35,000

**NEW HOME — \$33,500**

Beautifully furnished—3 bedrooms, 3 baths, panel ray heat, air conditioned. Hardwood floors, Venetian blinds, double garage, landscaped—completely walled corner lot.

**GUEST RANCH SITE**

Within city limits of Palm Springs—fronting on Indio Highway. Priced to sell at \$20,000.

**SEVERAL INCOME PROPERTIES SHOWING  
A GOOD RETURN ON INVESTMENT  
RANGING IN PRICE FROM \$42,500**

**Selling PALM SPRINGS****LITTLE TUSCANY  
HOMESITE****\$6500**

Las Palmas Estates—Furnished Home  
4 Bedrooms - 3 Baths  
Rental Value \$1000 Month  
Space for Swimming Pool

**Priced to Sell**

**PALM CANYON DRIVE  
APARTMENT UNITS**  
Income Schedule \$75 Per Day  
\$30,000 Will Handle

**LIVING COSTS  
ARE UP**

Raise Your Own  
Lamb Chops  
Little Pig Sausage  
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This Combination Ranch  
Abundance of Water  
With Home for You  
One for Your Help  
Bearing Dates and Citrus  
Barn - Corrals - Sheds  
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**BUFFET LUNCHEONS**

Around the Pool . . . In our Beautiful  
Grounds . . . With Cowboy Songs by  
Johnny Boyle and Tex Kidwell.

Tuesdays — Thursdays

Saturdays and Sundays

1 to 2 P. M.

Reservations Advised

**The Desert Retreat**

1580 N. Indian Ave.—Phone 2139

Tom Burness, Mgr.

## Portrait of the Week

By BERNARD OF HOLLYWOOD



Lillian Claxton of Desert Hot Springs is this week's portrait. Lillian lists her hobby as working . . . and it is the truth . . . she really enjoys cooking and keeping house for her husband and daughter, Belinda, age 4. However, Lillian admits that part of the fun of working around the house is due to the

efficient help that her daughter offers. Belinda, aside from her note as a housekeeper, is also well known for the fact that she was the first baby born in Desert Hot Springs. Lillian and husband have recently opened a gift shop in Desert Hot Springs and Belinda says she is very anxious to start working there, too.



STARTS TONIGHT—Charles Boyer and Ann Blyth starring in the Universal-International murder mystery, "A Woman's Vengeance," which starts tonight at the Plaza theatre.

## The Parade

By ANTHONY BURKE

A Desert Circus Week without a parade would be like an elephant without a trunk or a bath without soap. Fact is, the parade has practically dominated the annual Desert Circus ever since the first one back in 1932, when it was only a half mile long, had just two small bands and was made up entirely of Villagers. Then too, they must have been a hardy lot. Starting at El Paseo shops they marched all the way along Palm Canyon drive to Cody Field at the junction of the Indian road, where they arrived just in time to take part in the races, jumping and other horseback events of the afternoon. That was before we had a Field Club, or a high school, or a city council or 175 swimming pools. But we had hell-uva lot of fun, because everybody took part.

Indians, cowboys, Mexicans joined in with the Villagers and visitors on decorated trucks, on horseback or afoot. Competition for the grand trophy or a pretty silk ribbon was intense and called forth much ingenuity and weeks of preparation and, as the years rolled along before the war halted these noisily gay pageants, they grew in length. Famous

posses of deputy sheriffs from all over Southern California brought their magnificent silver mounted units; college bands of 100 pieces or more gave the procession a truly martial air and thousands of visitors drove in for the day to crowd the sidewalks and applaud the paraders.

Oldtimers often recall such highlights as Mrs. Nellie Coffman, on a big flat truck fitted out with a complete replica of her first kitchen, dressed in poke bonnet and cotton frock while serving up hotcakes and coffee from a range. And another year when she rode in an Indian howdah strapped high on the swaying back of a huge elephant. When Isabel and Hobart Garlick of the Oasis drove a natural-flower-decked gig and high stepping ponies with their guests behind on bicycles trimmed out with thousands more of the brilliant blossoms. And as to Grand Marshals riding at the head of the parades, we can remember such great personages as Leo Carrillo, Lewis Stone, Sheriff Eugene Biscailuz, Warner Baxter and Bing Crosby. Ah nostalgia, those were the days!

### Aw, Rats!

#### Museum Staff Has Three Orphans to Care For

Found on the doorstep at the Desert Museum last week was a box containing three orphans. Attached was a note saying simply that the mother had run off and would the staff please care for the babies.

Since the babies were quite small—barely an inch in length, this maternal care presented somewhat of a problem to the Museum staff. But with the aid of an eyecup and warm milk the three baby mice, found in a hay-pile in a nearby stable by young Dennis Ohler, have continued to live and may eventually reach maturity. Anyone wishing to adopt Eenie, Meenie, or Minie (there ain't no Moe) should please contact the Museum and come equipped with eyecup.

The Museum mascot, Penny, has only one comment to make about these new arrivals: "Aw, rats!"

If we accept the premise that under existing world conditions America must remain strong in order to assure world peace, no alternative exists to universal military training.—Secretary of Defense Forrestal.

### Celebration

#### Paul Tarr Family Augmented by One

It was a day of celebration Friday for Mr. and Mrs. Paul Tarr of Palm Springs.

A baby boy was born to Mrs. Tarr at Community Hospital at 8:15 that morning, weighing six and one-half pounds.

Mrs. Alva Tarr was a teacher in the Village schools up to last Christmas holidays.

#### County T-B Society To Meet on March 15

Annual meeting of the Riverside County Tuberculosis association which numbers many Village residents in its membership, will be held March 17 at the Woman's Clubhouse in the county seat it was announced Saturday by William A. Wood, president.

Invitations have gone out to several hundred persons.

We are enjoying one of the best periods of labor-management relations for the past 10 years. I see no need for any amendments to the Taft-Hartley Law during the next session.—Sen. Joseph H. Ball (R) of Minnesota.

## Testimony Closed In CEP Appeal for Increase In Rates

The protected hearing on the application of the California Electric Power company for an increase in rates came to an end at the Riverside court house Friday and, after one final day of oral arguments on March 15 at the state utility board's offices in Los Angeles, the case will go to the commission for decision.

At the final day of testimony before Commissioner Ira Rowell main protest came from Riverside city which claimed that it would have to pay substantially higher rates than other like customers of the company.

The company contends it must get a rate of return on its investment of 6.3 per cent and is only getting 4.7 per cent now. Opponents contend that the rate schedule requested would bring a return of 6.7 per cent.

#### Fireproof Tents Only In Idyllwild Area

Going camping in the Idyllwild area this summer?

Be sure your tent is fire-proof. Under a new state law all tents must be of fire-resistant material. Deputy State Fire Marshal Frank Correy and Fire Chief Bill Price of the Idyllwild area have just completed an inspection tour of all tents to see that the safety measure is being observed.

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PALM SPRINGS, CALIF.  
Tuesday March 9, 1948

#### Fern Valley Company To Expand Facilities

Additional storage facilities and further improvements in capturing water along Strawberry Creek will be built by the Fern Valley Mutual Water company as result of action of the board of directors last week.

The board voted to expand its program and augment the company's supply of water.

#### Election Scheduled In Idyllwild Area

Two candidates are in the field for the office of fire commissioner in the Idyllwild Fire Protective district which will be filled at an election April 5.

Hazel Cress, present commissioner, has declined to run for reelection and on the ballot will appear the names of Jess Brower and Wade Brolin.

## Ye Quality Bake Shop

D C G  
E S R E E T I N G S



UNDER NEW MANAGEMENT  
Just 2 Doors South of Former Location

You can count on us for TOP QUALITY—using the best materials, the freshest Eggs and Butter!

#### SPECIAL ORDERS TAKEN FOR WEDDINGS, BIRTHDAYS, ANNIVERSARIES AND PARTIES OF ALL KINDS

You'll like our Courteous and Efficient Service!

**245 SOUTH INDIAN AVE.**

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ANTON WACEK, Prop.

## LAS PALMAS ESTATES

Four bedrooms with two baths. Large living room with fireplace. Service porch and utility room. Two car garage and sun deck. Lot is approximately 19,000 sq. ft. completely walled and landscaped, including citrus, rare shrubs, other trees, lawn and flowers. For sale completely furnished at

**Only \$39.500**

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UNTIL YOU VISIT  
PAGO PAGO  
(Pronounced "Pango Pango")*



## DANCE to the Art Thompson Trio

Four Years at the Embassy Club, London

## BEST FOOD IN TOWN

Says "Fortnight" Magazine

## DINNERS FROM \$2.50 UP

DON ARTZ, Your Host

Plenty of Free Parking

Phone 9000 for Reservations



## Portrait of the Week

By BERNARD OF HOLLYWOOD



Lillian Claxton of Desert Hot Springs is this week's portrait. Lillian lists her hobby as working . . . and it is the truth . . . she really enjoys cooking and keeping house for her husband and daughter, Belinda, age 4. However, Lillian admits that part of the fun of working around the house is due to the

efficient help that her daughter offers. Belinda, aside from her note as a housekeeper, is also well known for the fact that she was the first baby born in Desert Hot Springs. Lillian and husband have recently opened a gift shop in Desert Hot Springs and Belinda says she is very anxious to start working there, too.



STARTS TONIGHT—Charles Boyer and Ann Blyth starring in the Universal-International murder mystery, "A Woman's Vengeance," which starts tonight at the Plaza theatre.

## Palm Springs DEPARTMENT & HARDWARE STORE

### WOMEN'S BLUE DENIM JEANS

Riveted Cowgirl Style 3.25 to 4.50  
Levi Rider Style  
The favorite for Western wear. Sturdy Sanforized shrunken denims. Sizes to 34 waist

### WOMEN'S BRIGHT PLAID SHIRTS

Made by Levi Straus. Authentic Western style. Allover woven rayon plaid 5.75

### SPECIAL! WESTERN SHIRTS

Broken sizes of solid color or checked shirts with contrasting piping trim yoke. 1/2 original price 5.00



### Western Hats Colorful Felts.....

2.65 to 4.95

### Western Scarfs Western Scenes

1.25 and 1.95

### BOYS'

### Cowboy Jeans

Riveted and bar tacked at all points of strain. Talon fly 2.75

### BOYS'

### Western Shirts

Bright plaids or Solid color two-tone combination. Sizes 4 to 18

3.25 and 3.50

### Cowboy Boots

Men's 16.50

Women's Largest selling brand in U. S. — "Acme Boots"—Fully leather lined, Hand pegged shanks.

### CHILDREN'S SIZES

9.95 and 10.95

### MEN'S COWBOY JEANS

Riveted style with orange stitching—made with Talon fly. Sanforized shrunken denims for permanent fit. Complete sizes 29 to 42.

### MEN'S COWBOY HATS

Authentic Western styling. Genuine fur felts and leather sweat band. Sand tan shades.

### VAQUERO WESTERN TIES

Complete color selection—Ready tied

YOUR ALL YEAR 'ROUND STORE

LET'S  
ALL  
GO  
WESTERN



**I**T'S  
*Downie's*

AT THE .....  
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# PALM HOUSE

WHERE THE 'EAST' GOES 'WESTERN'



WELCOME ...

Circus Visitors

To PALM SPRINGS' "FINEST"

SUPPER CLUB

YOUR HOSTS  
VIC and GENE



WHERE THE CIRCUS CROWD WILL CONGREGATE

HAVE A SNORT'N GOOD TIME AT PALM HOUSE

SEE  
HEAR  
AND

# DAVE BARRY

and his  
STAR  
supporting  
cast

LAUGH - LAUGH - with

RADIO'S ACE COMEDIAN

LAUGH - LAUGH - LAUGH

*Palm Springs' Greatest Circus Week Attractions!*

YOU

have laughed with DAVE BARRY on the JIMMIE DURANTE SHOW each week on NBC. You have heard him on Eddie Cantor-Don Ameche-Dick Haymes and Rudy Vallee Radio Shows.

NOW

You Can See  
and Hear Him in

PERSON

( PLUS TWO HEADLINE ATTRACTIONS )

Marilyn Hare

Singing Star of "Meet the People"

TWO SHOWS NIGHTLY  
9 and 12

Bob Hughes

Irish Singing Star of the Play "Red Mill"

The PALM HOUSE is FAMOUS FOR IT'S GOOD FOOD - COCKTAILS and ENTERTAINMENT

for your DINING and DANCING pleasure



# Frankie Ortega

SWEETEST MUSIC IN TOWN

THE PALM HOUSE IS THE "PLACE TO GO"

JUST SOUTH ON PALM CANYON DRIVE  
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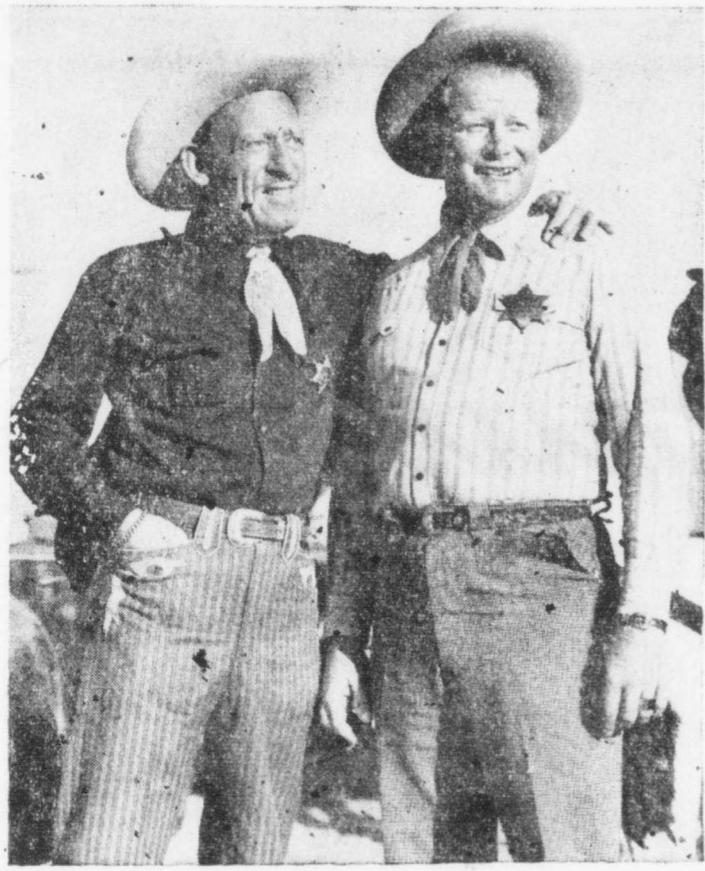
And His  
Band

NO COVER CHARGE  
MINIMUM CHARGE

Reservations Suggested—Phone 6234

GO  
WESTERN

THURSDAY NIGHT IS "SADIE HAWKINS" NIGHT AT THE PALM HOUSE



# Sports

## West's Leading Golf Star to Compete Here

**Stellar Field to Tee Off March 19 In Invitational**

The opening of the 13th Annual Palm Springs Invitational Golf Tournament will see most of last year's contestants back on the greens of the O'Donnell Golf Course with Ray Sleppy, defending his championship won last year against a field of some of the best amateur players in the country.

The Championship flight over a 54-hole route will see 130 players ready to tee off March 19, with the play continuing until the 21st.

In addition to Sleppy, who shot a winning 205 last year, Harry Givin, Seattle and John Dawson, Hollywood, who tied for second place with a score of 208, will be on hand trying for top honors.

Expecting to give the winner plenty of worry and trouble and entered in the Class A tournament are Eli Bariteau, Jr., San Jose, who shoots around par or better; Frank Hixon, Los Angeles, first time out here, entered with a one-shot handicap; Ralph Evan, scratch player from Los Angeles, and Jack Bariteau, who will be shooting with a one-handicap.

Local players who will enter the Championship contest and who have given a good accounting of themselves in the game in seasons past are: Milton Hick, John Wood, V. E. Studebaker and Carl Haymond.

The Class A joust consisting of 18 holes will be played on March 16 and 17 with players in need of a handicap of better than 8 strokes competing.

The 18-hole senior contest which always draws almost as much interest as the Championship matches has 112 players entered some of whom will play in the Championship contest.

The defending champion of last year is Hi Walton, who smacked out a winning 68 after winning a three-way play-off with Guy Hansen and Adrian McManus. Both of the runners-up will be on hand again.

A Bullock-Webster, former California state champion will be swinging his clubs in the Senior matches. Championship contest players who have entered the Senior play are Carl Haymond and Bill Morgan.

The annual Calcutta will take place in the auditorium of the American Legion building the evening of March 18.

Awards for the night shoots will be made to the two highest contestants in the four matches, one to the winner, and first and second place awards in each of the following classes: master, expert and the combined sharpshooter and marksman classes.

On March 12 a 50 meter contest will be held using any sight with forty shots. March 19, contestants will shoot 20 shots at 50 yards, 20 at 100 yards also with the use of any sight desired.

March 26 the same contest will be repeated.

Only one Sunday shoot will take place, March 14, with 40 shots at 50 yards, using iron sights and 40 shots at 100 yards with any sight.

Awards for the night shoots will be made to the two highest contestants in the four matches, one to the winner, and first and second place awards in each of the following classes: master, expert and the combined sharpshooter and marksman classes.

No home offers scope enough today for the trained energies of an intelligent modern woman.—Pearl Buck, author.

CLASSIFIED ADS—PHONE 2249

**112 Women Golf Stars to Tee Off In Indio Event**

**The Standings**

RIVERSIDE COUNTY LEAGUE	P	W	L	Pct
Beaumont	8	7	1	.875
Palm Springs	8	5	3	.625
Hemet	8	5	3	.625
Banning	7	4	3	.571
Perris	8	4	4	.500
Elsinore	8	4	4	.500
Coachella	7	2	5	.285
San Jacinto	8	0	8	.000

**Results Last Week**

Palm Springs, 52; Perris, 48; Sherman, 39; Beaumont, 38; Elsinore, 50; San Jacinto, 39.

**Busy Program Of Night Shoots On March Sked**

Program of night shoots to be held under the auspices of the Coachella Valley Gun Club will be four more for the month of March.

On March 12 a 50 meter contest will be held using any sight with forty shots. March 19, contestants will shoot 20 shots at 50 yards, 20 at 100 yards also with the use of any sight desired.

March 26 the same contest will be repeated.

Only one Sunday shoot will take place, March 14, with 40 shots at 50 yards, using iron sights and 40 shots at 100 yards with any sight.

Awards for the night shoots will be made to the two highest contestants in the four matches, one to the winner, and first and second place awards in each of the following classes: master, expert and the combined sharpshooter and marksman classes.

No home offers scope enough today for the trained energies of an intelligent modern woman.—Pearl Buck, author.

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Nylon is not a single substance, being a synthetic name for a group of related synthetic compounds which can be produced with many different physical properties—fibers, bristles, sheets, moldings, extrusions and coatings.

We've got to find a way to live comfortably with Petrillo. And we could get along if he'd only come down from the stratosphere and stop his fantastic demands.—James W. Murray, vice-president, RCA.

**Quality since 1850**  
*Art-carved®*  
**Rings by Wood**  
Double Distinction!  
Modern matching rings for the bride and groom.

Set \$24.00  
Price includes 20% Fed. Tax

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Lady's Wedding Ring (W262) Man's Wedding Ring (V262)  
Rings enlarged to show detail

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**Ankle-Fashioning**  
makes Nunn-Bush shoes fit better and keep their good looks longer.

The DURAND  
Style 4388  
Brown or Black Calf  
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## CIRCUS WEEK SPECIALS

Have FUN IN THE SUN, but Take Time to Look into These OUTSTANDING OFFERINGS

Three-bedroom house, two complete baths, large living room with fireplace. Large corner lot.

\$3250 Cash—Balance Like Rent

NEW COURT—five units—separate bungalows, individual patios and porches, spacious rooms throughout, bath tubs and tile showers—finest of hardware and accessories, Schlage locks, Hall-Mack chrome fixtures, exhaust fans, over each range, ducted cooling, panel-ray heat, steel cabinets in kitchen, Frigidaire and Magic Chef ranges, etc., etc. Room for more units and pool. Close-in location.

Priced for Quick Sale and \$30,000 Cash Will Handle

### FINE RESIDENTIAL LOT

Choice Location, north front and 160 feet deep. Big names nearby.

Price—\$7500

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REALTORS

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Phone 2815 or 5727

## Indians End Loop In Second Place, Upsetting Perris

point lead at the end of the first quarter.

The Village Bs lost to the Perris Bs by a score of 47-42.

**THE GAME MARKED** the last league game for both teams. It reflected much credit to Coach C. E. Ballagh who developed a fast basketball team which finished second in the loop despite the lack of a gymnasium and hardwood floor on which to practice.

In other league games Sherman Indians upset the hitherto undefeated Beaumont team, league champions, in a hot one, 39-38 and Elsinore defeated San Jacinto 50-29, the eighth straight loss for the latter.

The score:

Palm Springs	P	Perris
Pierre, 14	F	Poury, 9
Gilbert, 5	F	Wyman, 9
Styers	C	Weischel, 23
Doro, 5	G	Hernandez, 1
Lopez, 17	G	Ransom, 2

Scoring subs, Palm Springs: Norris, 5; Simpson, 4; Blackhart, 2; Perris, Talley, 2.

## The Home You Have Been Looking For!

On large estate lot 150x200. Ranch-type house, large living room with fireplace, patio and 2-car port. Three bedrooms, 2 baths. Guest house—room and bath.

FURNISHED

All for \$26,500

**Wm. Otto Co.—Culver Nichols**

(Associates)

Bernice Johnson - Al E. Hoover - Fred Arscott  
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### New Ranch-Type Home

Three bedrooms, two baths, spacious living room with fireplace. Lots of tile in kitchen and baths. Exceptionally large lot in fine neighborhood. Outstanding value at only

**\$13,500. Terms SHEPTENKO**

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### HOME

For a desert home with heated swimming pool and every convenience ask to see this 5-bedroom house decorated with great charm and in a quiet, exclusive part of town.

Price \$37,500

### IN BEAUTIFUL PALM VILLAGE

One of the most attractive income units ever built on the desert. Constructed of pumice tile with pumice tile roof. Seven units with 3 fireplaces, all under one roof. Done by expert architect so that each unit has privacy. Located off the highway—no traffic noise. A unique property and one that will always command good rentals for a discriminating clientele.

Price \$125,000

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Frances Wilson - Ernie Dunlevie  
Irving Sanborn—Associates

### EXCELLENT BUYS

- 1—Three-Bedroom Home \$13,750
  - 2—Two-Bedroom Home \$15,000
  - 3—Two-Bedroom Home \$15,000
  - 4—Three-Bedroom Home, Double Garage \$16,000
- Large lot—guest room—a nice buy!  
This is nearly new. Nicely furnished. \$5000 down, \$60 per month on balance.  
\$6000 down payment—less than \$100 per month on balance.

### -- FRANK MILLER SPECIALS --

#### LOTS

Palm Springs Village Tract	100x128	\$ 2,500
Little Tuscany Tract	96x110	4,500
Little Tuscany Tract No. 2	200x240	8,500
Chino Mesa Estates	150x135	5,000
Chino Canyon Mesa Tract	100x135	6,250
Chino Canyon Mesa Tract No. 2	100x135	5,000
Las Palmas Estates	120x125	8,500
Marito Vista Tract	94x235	8,250
Joyce Tract (Zone R-4)	115x135	13,500
El Mirador Estates	120x135	7,000

LOCATIONS AND PRICES NONE BETTER

## FRANK MILLER

REALTOR

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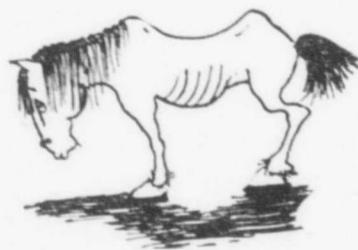
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THIS SEASON It's the

# Del Tahquitz Hotel



DRINKS—  
EATS—  
MUSIC—  
FUN!



**'49er  
ROOM**  
Headquarters  
For FUN!  
Throughout Circus Week

**SOMETHING DOING  
EVERY MINUTE!**

COME ON DOWN  
FOR FUN!



We've Got  
The  
Entertainment!



# Cathedral City News Roundup

By MARY R. WOLSETH and HATTIE DERING SCHWARTZ

## How Dimes Grew, Merry Subject at Women's Meeting

Unique methods of increasing the dime they received from the treasurer at the Woman's Auxiliary of the Community church a month ago, were the cause of much laughter at the meeting held last Thursday at Peterson's Desert Cove Ranch. Mrs. Du Vall, the president, increased her dime to \$1.80 by fining her husband ten cents every time he was late to a meal and ten cents more if he didn't appear before it was over. Mrs. James Kyle made the professor pay her \$1 for baking that blueberry pie he had been asking for so long while Julia Latterell increased her dime to \$2.25 by doing baby sitting, donating a portion of a \$5 bill found in an Indio store which had been returned to her unclaimed at the end of two weeks and charging her husband five cents a day for the labor of putting up his lunch. Other women increased their dimes by self denial and outright gifts until the entire sum of \$20.50 was reported for the month's efforts.

There were 25 present including seven guests. "Our Time and Ourselves" was the subject of an inspiring talk by Mrs. L. McMartin of Beaumont.

Decorations of desert verbena and lemon blossoms made the Peterson ranch house very attractive and the refreshments were much enjoyed.

The next meeting will be held at the Community church Wednesday, March 31.

## Special Meeting Called to Bring Reports to Date

A specially called board meeting of the Woman's Club was held at the home of Edna Cobb a week ago. The president, Bessie Kelley, said that all records of the Woman's Club, sponsoring the local Girl Scout troops, had been lost from the minutes and she was therefore asking that a vote sponsoring this activity be written into the minute. This was done and Mrs. Marie Ide, chairman of the Youth Activity committee, was asked to communicate this action to Mrs. Verrell Phillips, Scout leader, and ask that she take up her problems with Mrs. Ide, who will bring them to the Board.

Mrs. Dorothy Becker, corresponding secretary, presented a table cloth to the club which is to be used as the means of raising money to procure a tea service for the club cupboard.

## First Services for Catholic Parish

Father Joseph Leissler of the Cathedral City Catholic church held his first service in this town on Sunday, March 1, in the home of Mrs. Emma Hammill, Grove and Encelia Lane. It was very well attended. Since then private services have been held daily in the same place. The second service was held in the Town Hall where the Sunday services will continue until the new chapel is built.

Father Leissler went to San Diego last week to interview Bishop Charles F. Buddy, D.D.

Let us sing even when we do not feel like it, for thus we may give wings to leaden feet and turn weariness into strength.—J. Jowett.

## For Rent

Two—  
1-Bedroom  
Furnished  
Houses  
in  
Rancho Mirage  
Swimming Pool  
\$100 a month each

See  
SIGRID GALLAGER  
Rancho Mirage  
Dial 2721  
Ask for 1091

## Woman's Club Budget Plans Told in Report

Contrary to expectations the Woman's Club budget for the year will not allow the donation of large sums of money to local building funds, said Mrs. Leah Lewis, treasurer of the club and chairman of the budget committee. Under the new set-up of collecting club dues in October instead of March as heretofore money must be paid out for year books, federation dues, Christmas Fair and club expenses before it is replaced in the treasury. A reserve sum of \$700 is needed for this year to cover those expenses. Small donations of five and ten dollars were made to local and national causes but it was voted to keep the majority of money on reserve.

The ladies voted to give a benefit luncheon for the library on the last meeting April 21 to which the general public will be invited. A unique parcel post plan has been thought up whereby friends living in other parts will be asked to send articles by parcel post, these to remain unopened and to be sold at auction at the luncheon.

## Cathedral City Personals

Mrs. O. D. Wenger was unable to attend the Woman's Auxiliary meeting because of illness, but sent a card stating she was on the road to recovery.

Mrs. Edna Cobb was taken to the Community Hospital in an ambulance last Wednesday night and has been put through a series of tests which show that her trouble is nervous exhaustion brought on by overwork at the Jamboree, Claude says. She is home again and feeling better but still resting.

Mrs. C. S. Prescott of Cranford, New Jersey, is visiting her sister, Mrs. Esther Renwick. This is her first trip to the Pacific Coast and she says it is a grand experience.

An interesting new industry called the Acme Stone and Tile Company has started up on the highway at the turnout to the Wonder Palm hotel. They sell all kinds of ornamental stone and obtain them from all the Western states. Visitors are welcome Geo. Ramirez says.

A. J. Lacey, well known resident who lives at Grove street and Encelia Lane, was taken ill with violent cramps last Friday and called the doctor. He was taken to the Community hospital Friday.

Mrs. Emma Hammill entertained her daughter and son-in-law, Mr. and Mrs. C. V. Manion, from Kalispell, Montana, a week ago.

## De Luxe Trailer Items

Mr. and Mrs. David M. Shelton, our local ice man, welcomed a son at the Redlands Community hospital Feb. 26. The baby weighed six pounds, 14 ounces. He has been named David Monroe, Jr. Mrs. Shelton returned home on March 2 and both are doing well.

Mr. and Mrs. Don Blanding entertained Mrs. Blanding's brother and wife, Mr. and Mrs. J. O. Lee Valley of Oakland.

"Pop" Clark married his housekeeper, Mrs. Velva King, at Yuma on March 1. Pop says he made an awful mistake, he should have married her on Feb. 29 and then he would only have to hold a wedding anniversary every four years. Mr. Clark wants it known that he is 75 and Velma is 43 and that she has been his nurse for several years, nursing him back to health and happiness.

Auto Badly Damaged Near Cathedral City

The Volunteer Fire Department made a hasty call around midnight after the Jamboree when word came that a 1947 Buick sedan was on fire on the highway west of Cathedral City. The car had burned 35 minutes before the alarm was turned in but the department arrived in time to save the tires, engine and rear trunk section. The car belonged to Burton Swartz of Palm Springs.

I won't contradict the President. After all, he's a potential member of the union. He's a piano player.—President James C. Petillo of American Federation of Musicians

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## Over an Acre

Within walking distance of shops with completely and tastefully furnished two bedroom, two bath home, affording privacy and seclusion.

**Full Price  
\$27,500**

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475 N. Palm Canyon Drive  
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Phone 7366 - 2614

## HOTEL SITE

Convenient, close-in location. Size 115x135.

**Price Only  
\$11,500**

**SHEPTENKO**

475 N. Palm Canyon Dr.  
The Pioneer Realty  
Company of  
Palm Springs  
Phone 7366 - 2814

## Rug-Cleaning Is Being Built

A new and badly needed rug-cleaning establishment is being built on Cathedral Canyon drive next to the fire station. The owner is Charlie Scherck who says he and his wife, Vic, are looking forward to serving the community this way. They are not novices in this work having run a similar place in Long Beach for many years. They came to the desert two years ago because of Mrs. Scherck's health and have become active workers in all community affairs giving unstintingly of their time to the library particularly.

quise and the depth of its color is what it is judged by.

Mr. Ring also spoke on rug weaving, giving its history and how to tell at which period the rug was made. Rug weaving is on the upward swing again and the Navajos have become convinced that weaving with the old patterns and using hand gathered vegetable dyes are rewarded by higher prices and a better standing in the art world. Thousands of Navajo young men were drafted into the army though they have never been given citizenship rights and upon their return are therefore not entitled to enjoy G. I. benefits or the right of voting. Better legislation is needed he said, to correct these injustices.

Rev. Jack Warles will give the seventh of his series of sermons dealing with the Life of Christ at the meeting in the Community church next Sunday morning, March 14. The title is "Pilate on Trial". The public is invited.

PALM SPRINGS, CALIF.  
Tuesday March 9, 1948

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IT'S WONDERFUL AT

**Firecliff LODGE**

Join us  
for luncheon  
or dinner  
served daily

LUNCHEON  
12 Noon to 2 P. M.  
DINNER  
6:30 to 8 P. M.

**FIRECLIFF LODGE**  
PALM DESERT  
• 12 miles So. of  
Palm Springs  
on the road to Indio

phone Indio 7-7491

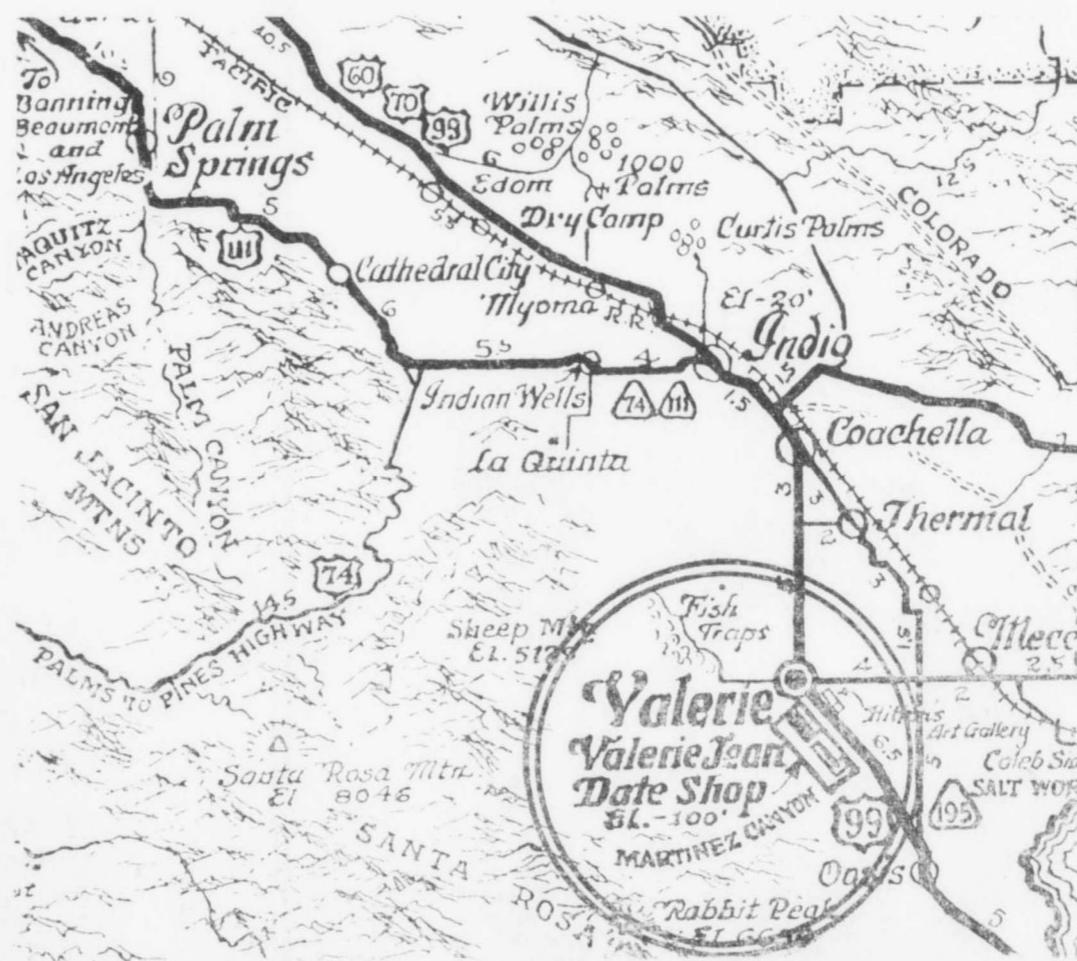
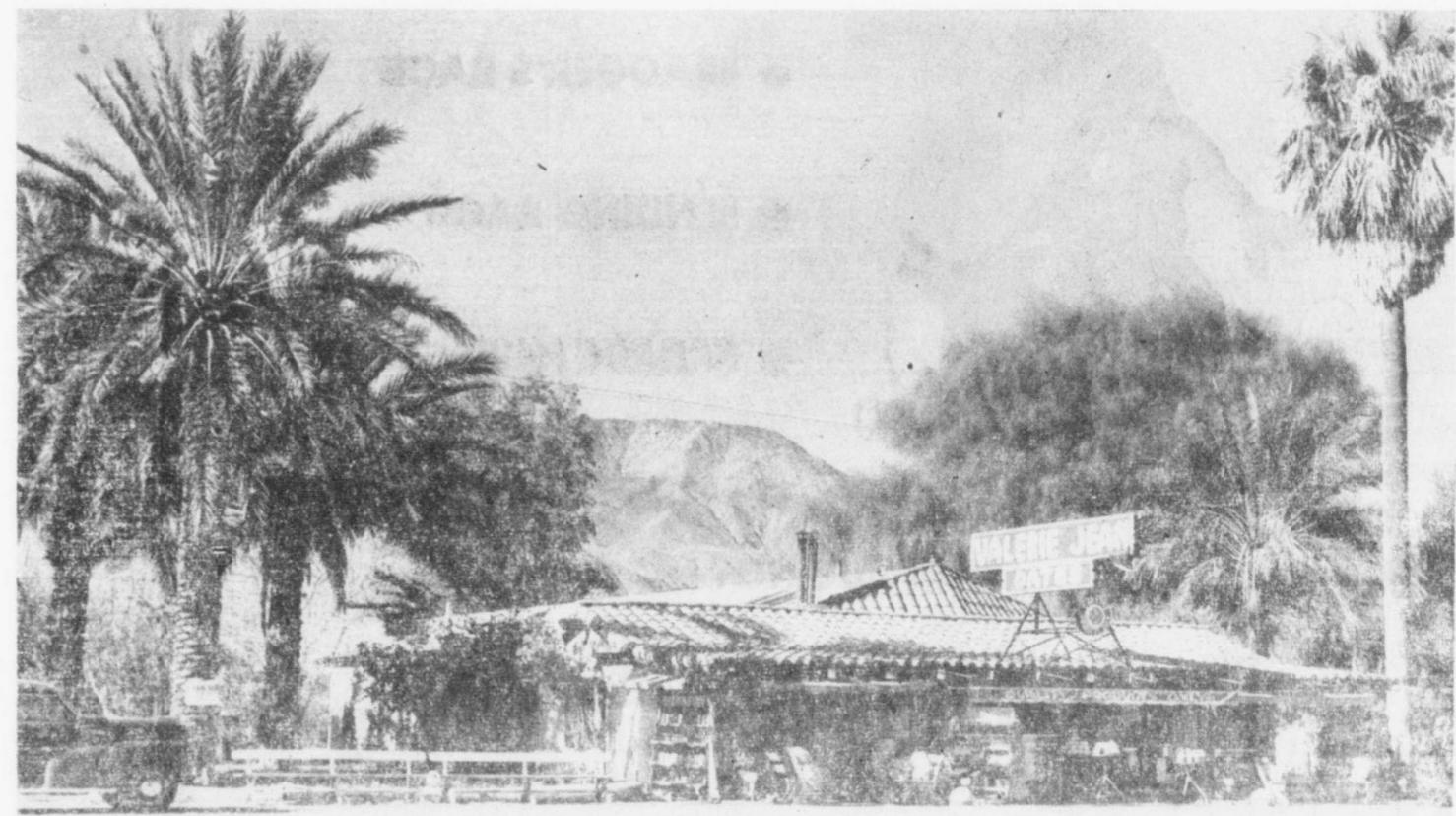
# An Unusual Opportunity!

See—371 Stephens Road

In Las Palmas Estates. Just completed . . . Custom-built rambling type home, on lot 125x120, with irrigation water. Three bedrooms, 3 tile baths, unit heat and air conditioning. Beautifully decorated, large patio porch with southern exposure and view. Investigate. See owner on premises.

# WELCOME VISITORS To the 12th Annual DESERT CIRCUS

Valerie Jean Date Shop Offers a Complete Selection of "True Desert Desserts"





# 12th ANNUAL CIRCUS and WILD WEST SHOW

## Biggest Event of the 12th Annual Circus

### 18 TERRIFIC EVENTS

- CALF ROPING — RIBBON TYING CONTEST
- BALLOON MATCH
- CHILDREN'S RACE
- SWEETHEART CONTEST
- RELAY RACE

#### ● BRAGGER'S RACE

#### ● BENDING RACE

#### ● PARADE HORSE SHOW

#### ● HORSE RACING EVENTS



**LAST BUT NOT LEAST**

### The CADILLAC AWARD

RIDE 'EM

COW

GIRL



Welcome  
CIRCUS  
VISITORS

ONE DAY ON  
Saturday, Mar

GRAND ENTRY at 2:30 p.

at the FIELD C

On East Ramon Road

Sponsored by Palm Springs Horsemen

ARENA DIRECTOR: Carl Hender  
FIELD JUDGE: John Mawson  
TIMERS: Jap Edmunds  
ANNOUNCER: Frank Bogert

### Read - Read A Complete Program of 18 Events and Prizes

1. TRACK GRAND ENTRY—Carl Henderson in Charge. All Sheriffs' Posse and mounted organizations and riders in parade. Trophies presented to parade winners.
2. ARENA — CALF ROPING-RIBBON TYING CONTEST—Ernie Andrade in Charge. Cowboy will rope calf and be timed as calf stopping event. Girl will tie ribbon on calf's tail and be timed for total time of both roping and tying. Cowboy cannot touch calf but may get off and hold rope. Prize will be given for both calf roping and ribbon tying.
3. TRACK—PARADE HORSE CLASS — Carl Henderson in Charge. Horses will be judged on conformation and performance. Parade horses must be shown in silver mounted or other suitable equipment. First Prize—\$100.00 and Trophy—  
Donated by Milt Hicks, P. S. Builders' Supply.  
Second Prize—Trophy and pair of shoes—  
Donated by Florsheim Shoe Store.  
Third Prize—Trophy and four dinners—  
Donated by Solomon's Restaurant.
4. ARENA—MATCHED PAIRS—Carl Henderson in Charge. Horses to be judged as a team of matched horses, conformation and manner of going.  
First Prize—\$50.00 and Trophy.  
Second Prize—Set of Barbecue Plates—  
Donated by Reid's Pottery Shop.  
Third Prize—Merchandise Order from The Desert Inn Garage.
5. TRACK—OPEN 1/4 MILE RACE—Phil Delano in Charge. Lap and tap, start at 1/4 mile post to finish in front of grandstand.  
First Prize—\$100.00—Donated by Texaco Oil Co.  
Second Prize—Radio, donated by Reed's Radio Shop.  
Third Prize—Merchandise Order, Donated by Maloof's Dept. Store.
6. ARENA—BALLOON MATCH—Del Smith in Charge. Each posse or mounted group to have entry of four. Each man will have a balloon tied to his neck and a shillelagh. Contest will last 8 minutes at which time all posse's men will return to their corner and posse having largest number of unbroken balloons wins. As each man's balloon is broken, he must retire from action.  
Prize—\$100.00 to winning posse.  
Donated by Bill McKay.
7. TRACK—1/8 MILE RACE FOR CHILDREN—16 or UNDER Cliff Campbell in Charge.  
Hotel Del Tahquitz Stake—\$100.00  
First Prize—\$50.00; Second Prize \$30.00; Third Prize \$20.00
8. TRACK—MONTE MONTANA, Trick Roping—JESS KELL and HIS TRICK MULE — BOZO the CLOWN, ZEKE BOWEY and HIS TRAINED PINTO HORSE. Frank Bogert in Charge.
9. ARENA—JUDGING SWEETHEART CONTEST—Tony Burke in Charge.  
Winner to receive:  
Western Tailored Suit, Donated by Nudie, famous rodeo tailor.  
Western Hat and Boots, Donated by Bullock's.  
Complete Makeup Kit, Donated by House of Westmore.  
Screen Test by Major Studio.  
Entries must be sponsored by organization participating.  
Entries will be judged on personality, beauty and form.  
Judges: Bob Hope, Honorary Mayor of Palm Springs.  
Wally Westmore, House of Westmore Cosmetics.  
Judge Leo Fields.  
Two other prominent screen actors.
10. TRACK—RELAY RACE—Phil Delano in Charge. Between 3 posses or mounted organizations. Each horse to run 1/8 mile. 4 horses on team. Rider will pass baton. Start and finish in front of grandstand.
11. ARENA—WESTERN SINGLES CLASS FOR MEN—Carl Henderson in charge.  
First Prize—\$50.00 and Trophy—  
Donated by General Petroleum Corp.  
Second Prize—Merchandise Donated by Robinson's.  
Third Prize—Merchandise Donated by Maloof's.
12. ARENA—WESTERN SINGLES CLASS FOR WOMEN—Carl Henderson in Charge.  
First Prize—\$50.00 and Trophy—  
Donated by General Petroleum Corp.  
Second Prize—Gold Kid Bag—Donated by Dorothy Gray.  
Third Prize—Flowers—Donated by Palm Springs Florists.
13. TRACK—1/4 MILE BRAGGER'S RACE—Kenny Paul in Charge. Horse to be owner-ridden. Will start at 1/4 mile post and end in front of grandstand. Must be resident of Palm Springs.  
Prize: \$100.00—Donated by Earl Henderson.
14. TRACK—Cowhide Race—Kenny Paul in Charge.  
Rider to tow partner on cowhide tied with lass rope for 50 yds.  
Finish in front of grandstand.  
First Prize—\$50.00—Donated by Palm Springs Biltmore.  
Sport Shirt Donated by Tweeds and Weeds.  
Second Prize—\$30.00—Donated by Palm Springs Biltmore.  
Merchandise Order Donated by Tex Driskell.  
Third Prize—\$20.00—Donated by Palm Springs Biltmore.  
Myrtlewood Bowl—Donated by Myrtlewood Shop, In The Center.
15. ARENA—TRICK RIDING by MONTE MONTANA, with LOUISE MONTANA AND MONTE JR.—Frank Bogert in Charge.
16. ARENA—BENDING RACE—Joe Butler in Charge.  
Horses to start in center—turn both times toward grandstand and finish in center.  
First Prize—\$50.00—Donated by John J. Kovacovich.  
and Merchandise Donated by Palm Springs Music Co.  
Second Prize—\$30.00—Donated by John J. Kovacovich  
and Prize from California Electric Power Co.  
Third Prize—\$20.00—Donated by John J. Kovacovich  
and Rawhide Quirt Donated by Palm Springs Sporting Goods Shop.
17. ARENA—CADILLAC CAR RAFFLE—  
Art Bailey in Charge of Drawing.
18. TRACK—MONTE MONTANA AND HIS FAMOUS LIBERTY DRILL TEAM OF 6 PINTO HORSES.

NOTICE—All events will be Post Entries.

Those wishing to enter will line up as instructed by announcer on the track or entrance gate.

Events will be run promptly and will not be held up for any participant arriving late, or delayed.

# nd WILD WEST SHOW

ONE DAY ONLY  
Saturday, March 13<sup>th</sup>

GRAND ENTRY at 2:30 p. m.

at the FIELD CLUB

On East Ramon Road

Sponsored by Palm Springs Horseman's Assn.

ARENA DIRECTOR:

Carl Henderson

FIELD JUDGE:

John Mawson and Ernie Andre

TIMERS:

Jap Edmunds and Janice Bogert

ANNOUNCER:

Frank Bogert



A WILD WEST SHOW  
You'll  
NEVER FORGET

## gram of 18 Events and Prizes

10. TRACK—RELAY RACE—Phil Delano in Charge.  
Between 3 posses or mounted organizations. Each horse to run  $\frac{1}{8}$  mile. 4 horses on team. Rider will pass baton. Start and finish in front of grandstand.
11. ARENA—WESTERN SINGLES CLASS FOR MEN—  
Carl Henderson in charge.  
First Prize—\$50.00 and Trophy—  
Donated by General Petroleum Corp.  
Second Prize—Merchandise Donated by Robinson's.  
Third Prize—Merchandise Donated by Maloof's.
12. ARENA—WESTERN SINGLES CLASS FOR WOMEN—  
Carl Henderson in Charge.  
First Prize—\$50.00 and Trophy—  
Donated by General Petroleum Corp.  
Second Prize—Gold Kid Bag—Donated by Dorothy Gray.  
Third Prize—Flowers—Donated by Palm Springs Florists.
13. TRACK— $\frac{1}{4}$  MILE BRAGGER'S RACE—Kenny Paul in Charge.  
Horse to be owner-ridden. Will start at  $\frac{1}{4}$  mile post and end in front of grandstand. Must be resident of Palm Springs.  
Prize: \$100.00—Donated by Earl Henderson.
14. TRACK—Cowhide Race—Kenny Paul in Charge.  
Rider to tow partner on cowhide tied with lass rope for 50 yds.  
Finish in front of grandstand.  
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Sport Shirt Donated by Tweeds and Weeds.  
Second Prize—\$30.00—Donated by Palm Springs Biltmore.  
Merchandise Order Donated by Tex Driskell.  
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### MORE EVENTS

#### MONTE MONTANA

Trick Roping

JESS KELL  
and His  
Trick Mule

#### BOZO the CLOWN

Zeke Bowey and His  
Trained Pinto Horse



Come One - Come All

Bring Your Kids

Bring Your Neighbor's Kids

READ - READ - - -

A Complete Program

OF THE

12th ANNUAL DESERT CIRCUS

## Wild West Show

Sponsored By  
THE PALM SPRINGS HORSEMEN'S ASSN.



PALM SPRINGS, CALIF.  
Tuesday March 9, 1948**Beautifully Furnished**

Three bedroom, three bath home. Large living room with fireplace. Corner lot 100x105 completely walled and all landscaped. Swimming pool now under construction. Price including pool \$20,000.

**SHEPTENKO**

475 N. Palm Canyon Drive  
The Pioneer Realty Co.  
of Palm Springs  
Phone 7366 - 2614

**Circus Greetings**

Enjoy the

DESERT AT ITS BEST

—at—

**THE Town House**

AND BUNGALOWS

359 South Belardo Road

Telephone 2208

**Taxi-Cabs**Hearing March 25 on  
Dunlap Application

Public hearing will be held March 25 at city council chambers on application of R. R. Dunlap for a license to operate a taxi cab service in Palm Springs.

Dunlap's application was presented city council by Attorney E. E. Therneau at its meeting last week.

All of us must make it in our No. 1 job to stop the inflationary spiral.—Charles E. Wilson, president, General Electric Co.

**Real Estate for Sale****35 Real Estate for Sale****35 Real Estate for Sale****35 Rooms For Rent****40 Houses For Rent****46 PALM SPRINGS, CALIF.**

Tuesday March 9, 1948

**The Desert Sun—7**

100 FOOT FRONTAGE ON NORTH PALM CANYON \$12,000 FULL PRICE. TERMS.

LARGE ESTATE AND RESIDENCE LOTS IN EL MIRADOR ESTATES WITH IRRIGATION WATER UNDER PRESSURE, UNDERGROUND UTILITIES. \$3500 TO \$5000.

LARGE CORNER LOT, 185x150 IN WILBUR MAY TRACT. 3 SHARES WATER UNDERGROUND UTILITIES. PAVED STREETS. \$6000. COURTESY TO BROKERS.

\$3500 BUYS RESIDENCE LOT CLOSE IN. IRRIGATION WATER, UNDERGROUND UTILITIES. BEAUTIFUL VIEW.

\$1400 FULL PRICE, BUYS A HOME SITE IN PALM SPRINGS FOR A LIMITED TIME ONLY.

**W.M. OTTO CO.**  
CULVER NICHOLS  
Associates

BARNEY JOHNSON  
A.L.E.H.O.O.V.E.R.  
FRED DARSOTT  
861 N. PALM CANYON  
PHONE 2182

BRAND NEW 2 bedroom home on large lot. \$7950, 1/2 down, balance \$75 a month.

FRANK MILLER, Realtor  
428 N. Palm Canyon Drive  
Phone 2029

LOW PRICES, lots, homes, income property, hotel sites and business sites!

A. L. KAGNA CO., Realtors  
ROSE ROSENBERG, Associate  
278 S. Palm Canyon Dr.  
El Dorado Hotel—Phone 7191

IN THE HEART of desert, my beautiful home completely furnished. 2 bedrooms. '48 Frigidaire. Lot 65x125. Best water in Riverside county. Large wash room. 36 in. cobblestone wall around lot. Large sun deck, shrubs and lawn, \$10,500. ShangriLa Palms, Ramon Rd., 1/2 mi. E. 1000 Palms. See Murphy.

NEW, concrete block house. Steel sash, fireplace, electric kitchen, \$3950 unperfected. \$4600 furnished. 1880 S. Palm Canyon. Call 7066.

TWO, 2 bedroom homes completely furnished. 1 rented. 2 car garage, large lot. Terms. Will trade for business or property. 163 W. 4th Ave., Desert Hot Springs.

3 ROOM furnished house on Reservation. Near bath house. Full price \$1500 cash. Must sell. Owner, 436 S. Western, Los Angeles.

**SACRIFICE \$6500**

95 full bearing grapefruit trees on 1 1/2 acre homesite.

100 full bearing date palms on 2 acre homesite. \$7000.

See CARL HENDERSON at PALM DESERT PALM SPRINGS 7375

**RANCHO MIRAGE!**  
Beautiful modern adobe home with Monterey tile roof, 2 large bedrooms, exceptional closet space. 17 by 26 living room, fireplace. Completely furnished by Barker Bros. Carpeted throughout. Enclosed patio. Exceptional view from large windows. Landscaped. This property includes 2 acres which can be divided into 3 lots. Will sell as a parcel or separately. Swimming privileges. Owner. Turn left at Rancho Mirage Tract office, 1st house on left.

NEW 2 bedroom home on 1/2 ACRE HILLSIDE LOT in beautiful RANCHO MIRAGE. ESTELLA EWART, Realtor 1112 Phone 1117

WANT SMALL HOME VICINITY PALM SPRINGS. WALKING DISTANCE P. O. Will sell new home, excellent view. 1091 W. Cottonwood, Banning.

BRAND NEW Duplex, completely furnished, in exclusive Palm Springs Country Club Estates, only \$17,500. Terms. Ramon Road east of Airport—or phone Los Angeles, Ax. 3-2162.

6 1/2 ACRES in Palm Springs, all utilities. Ripe for builder on cooperative basis. P. O. Box 57, Palm Springs.

540 ACRES, 3 good springs, 5 miles south of Banning. Suitable for resort home or ranch. Part cash, balance easy. Owner, 1340 Center St., Redlands.

R-1 LOT on Beuna Vista, 120x83 ft. \$2500.

HAROLD HICKS  
813 North Palm Canyon  
6711 — Phones — 2736

4 BEDROOMS, 3 baths, 3 fireplaces, patios, furnished, newly redecorated. Beautifully landscaped grounds, walled lot. Exclusive location. Owner anxious to sell—will consider reasonable offer. Phone No. 2216. \$26,500.

LUXURY HOME — Beautifully furnished. 2 bedrooms, 2 baths. Large living room with fireplace. Large Lanai room, double garage. Patios, expertly landscaped, completely walled in lot. Phone No. 2216.

6 BEDROOM, 2 bath home, maple hardwood downstairs. All utilities. Situated on 2 1/2 acres with beautiful view, 8 citrus trees. Lots of shade trees. Full price \$11,000. Terms. R. D. Singleterry, 933 Barbour, Banning.

FOR BEST BUYS IN Palm Dell  
Palm Desert—Palm Village  
Rancho Mirage—La Quinta  
Desert acreage  
and improved properties  
See COLONEL ELLSWORTH  
and Associates at  
Palm Dell Tract Office  
Phone Indio 7-7120

LAND BARGAINS  
Salton Sea View acreage  
\$17.50 per acre  
COL. R. A. ELLSWORTH  
Palm Village  
Phone Indio 72792  
or see your broker

FOR SALE: 20 year lease on 40 acres of Indian allotted land, located on Hiway 111, 1/4 mile East of Palm Canyon Drive. Courtesy to brokers. Drawer A.A., Palm Springs.

2 BEDROOM furnished house in best residential district on reservation. Call 7133.

**INDUSTRIAL LOT**  
160x85 with 3 room furnished cottage and garage. \$15,500. Close in. See owner or your broker. 670 S. Palm Canyon. Phone 8212.

A REAL BUY!  
NEW 3-bedroom ranch-type house with 2 baths, large living room with fireplace, situated on large lot in good neighborhood. This is an exceptional value at \$13,500. Easy terms can be arranged. See Peter B. Sheptenko, 475 N. Palm Canyon Drive. Phone 7366.

SACRIFICE BY OWNER  
2 new apartments, with bedrooms, living rooms, kitchens on large R-3 lot. \$21,500.

ADOLPH ISRAEL  
Real Estate Broker  
507 N. Palm Canyon  
Phone 2981

4 BEDROOM, 3 bath home with guest house of 1 bedroom and both. Total price \$26,500.00. TERMS.

MUNHOLLAND AND CO.  
431 N. Palm Canyon  
Phone 3673

100x120 view lots from \$995

Col. Ellsworth and Assoc.  
Palm Dell Tract Office  
Phone Indio 7-7120

SACRIFICE  
6 acres, 2 blocks from Lone Palm Hotel. Paved streets. Ready for development. Total price \$35,000. HAROLD H. RUBEN, 8844 Beverly Blvd., Los Angeles 36, BRadshaw 2-4433.

EXTRA SPECIAL  
2 bedroom stucco home in Palm Springs. R-3 lot with room for units. Completely furnished including electric refrigerator, washing machine, large radio and cooling system.

Total price \$9,350.00  
See Pat Padias—Ph. 2907

SENTINEL REALTY CO.  
315 No. Palm Canyon Dr.

200 ACRES AT \$35  
PER ACRE

overlooking SALTON SEA  
1/2 mi. Hiway 99 frontage  
Owner, 5723 W. 6th St.,  
Los Angeles.

**PETER B.  
SHEPTENKO**

The PIONEER REALTY COMPANY of Palm Springs.

We have buyers for all types of Palm Springs property.

475 N. Palm Canyon Dr.  
7366—Phone—2314

LIST your property and business for sale—we get results.

**ADOLPH ISRAEL  
AND ASSOC.**

Real Estate Broker  
507 N. Palm Canyon  
Phone 2981

**FREE**

365 DAYS OF PERFECT WEATHER TO ENJOY OUR BEAUTIFUL YACHT HARBOR AND TOWERING MOUNTAINS.

**AMBASSADOR  
REALTY**

402 De la Vina—Dial 29515  
Santa Barbara, Calif.

**SALE** (Zoned for single residence) Lot. 110x135, North front, on Mel Avenue. Two shares water for private pool. Will consider trade for Banning. Write 88 N. 3rd St., Apartment 4, Banning or phone 2403.

BY OWNER—10,000 acres Desert Land. Stream of water running thru. Also 2 springs. On Hiway 3 miles from Palm Springs. All or part at a BAR-GAIN. 6533 Hollywood Blvd. Apt. 405. Hollywood.

LISTINGS WANTED  
Income, homes and lots.

H. H. FOSTER ASSOC., INC.  
101 N. Palm Canyon Dr.  
Phone 3555

**OPEN ALL YEAR**

Rentals—Property Management

RAY HILLER, Broker  
444 N. Indian Phone 2957

WE NEED listings on properties for sale in Palm Springs. Many fine homes have been sold in the last 30 days, and the list is becoming depleted.

CHARLES MATHEWS  
463 N. Palm Canyon Dr.  
Phone 2772

**WANTED to Rent**

HOME and established business for sale. \$6,500 cash. File 96, c/o Desert Sun.

UNFURNISHED new 3 bedroom, 2 bath home. Fireplace and cooler, unit heat. Windows and doors copper weatherstripped and screened. Drapes included and one bedroom furnished.

For quick sale \$13,750. Phone Owner 8221.

**Rooms For Rent**

ROOM with twin and double beds. Private bath. \$6 and \$7.50 per day. Call 9095.

**Real Estate for Sale****35 Real Estate for Sale****35 Rooms For Rent****40 Houses For Rent****46 Trailers For Sale****51 Used Cars for Sale****70 DEPENDABLE CARS**

BEST POSSIBLE  
INCOME AND BUSINESS  
OPPORTUNITIES

in beautifully established  
PALM VILLAGE, America's  
finest and fastest growing  
desert community. INCOME  
LOTS - HIGHWAY FRONTAGE  
for motels and guest  
apartments. Will accommodate  
8 units and up. As low  
as \$3,600.00.

**INCOME**

Beautiful Lodge — Crestline,  
5 Units — Completely Furnished.  
Income \$385 per mo.  
Price \$45,000. Terms, 1/2 down.

**SENTINEL REALTY  
COMPANY**

JACK R. WILLIAMS, Broker  
315 N. Palm Canyon Drive.  
Ph. 2907

**SMALL CAFE.** Good location.  
Nice business. Ideal for couple.  
Box 46, c/o Desert Sun.

**IMMEDIATE** possession, well  
furnished house. Lawn, porch,  
good lot. Close in. Reasonable  
terms. Owner 7475.

**MALIBU** Colony, main house,  
3 bedrooms, 2 baths. Private  
beach. Also 3 guest houses.  
Clear, will trade for Palm  
Springs home or income. S.  
Phillips, Malibu, Calif.

**A REAL BUY!**  
NEW 3-bedroom ranch-type  
house with 2 baths, large living  
room with fireplace, situated  
on large lot in good neighborhood.  
This is an exceptional value  
at \$13,500. Easy terms  
can be arranged. See Peter B.  
Sheptenko, 475 N. Palm Canyon  
Drive. Phone 7366.

**THE MALIBU  
ON THE BEACH**

**HOTEL — MOTEL  
CLUB SITE**

257' x 320'

Adjoining L. A. County's  
newest and finest beach and  
Recreational Park. SWIMMING,  
SURFING, SPORT  
FISHING.

**NO OTHER PROPERTY IN  
THIS AREA CAN BE PURCHASED  
FOR THE ABOVE PURPOSE.**

**AN UNUSUAL INVESTMENT  
OPPORTUNITY.**

\$35,000

**"THE STORMS"**

BOB, ALLAN, BOB, JR.  
Realtors

2261 Malibu Road  
Malibu 7912—Malibu, Calif.

**TENNIS CLUB AREA**

Choice corner lot 100x90 ft., Pablo  
and Monte Vista Drive.  
Owner, Mrs. M. F. Hirte, 205  
Natomia Ave., Santa Barbara.  
Courtesy to Realtors.

**35 ACRES** overlooking Salton  
Sea, excellent soil. 236 acres  
unimproved adjoining unimproved  
ranches. Both in canal district.  
Priced to sell. BY OWNER.  
301 E. Franklin Ave., Po-  
mona.

**Real Estate Exchanges**

COACHELLA or Rio Grande  
Valley land and cash for home  
here. P. O. Box 1093, Palm  
Springs.

**LIST YOUR PROPERTY  
with**

**ADOLPH ISRAEL  
AND ASSOC.**

Real Estate Broker  
507 N. Palm Canyon  
7366—Phone—2314

**WRIGHT & TRACY**

437 N. PALM CANYON DR.  
PHONE 5727

**LIST your property and business  
for sale—we get results.**

**ADOLPH ISRAEL  
AND ASSOC.**

Real Estate Broker  
507 N. Palm Canyon  
Phone 2981

**FREE**

365 DAYS OF PERFECT WEATHER TO ENJOY OUR BEAUTIFUL YACHT HARBOR AND TOWERING MOUNTAINS.

**AMBASSADOR  
REALTY**

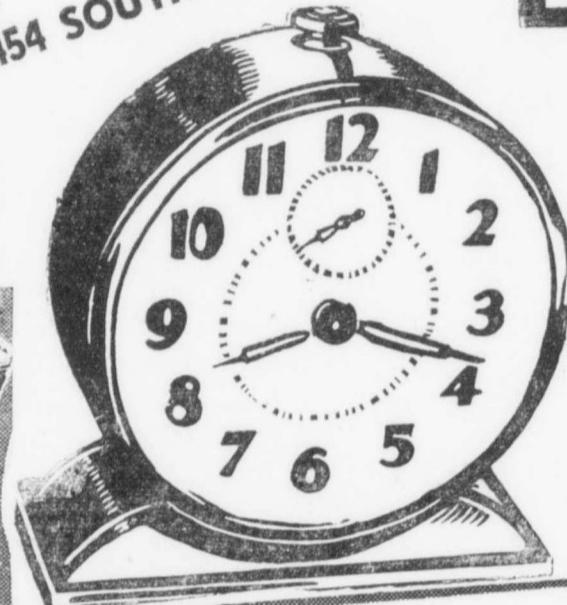
402 De la Vina—Dial 29515  
Santa Barbara, Calif.

**SALE** (Zoned for single residence

# Whelan's Palm Springs GRAND OPENING Sale

Ramon Road

454 SOUTH INDIAN AVE.

PRICES  
GOOD THRU  
SUNDAYPLENTY OF  
FREE  
PARKINGNOXZEMA  
SKIN CREAM  
35c Size . . . 25c  
Special . . . 25cWHITE PINE and  
Tar Compound  
35c Size . . . 21cPOND'S DRY SKIN and  
COLD CREAMS  
94c Value . . . 69c  
BOTH FOR . . . 69cPro-phy-lac-tic  
TOOTH BRUSHES  
2 for 39cSpirit of  
CAMPHOR  
30c Size . . . 18cSUPER SUDS  
LARGE SIZE  
SALE PRICE . . . 33cTINCTURE of  
BENZOIN, U.S.P.  
35c Size . . . 19cPALMOLIVE SOAP  
For beautiful skin.  
Standard 9c  
Size . . . 9cDr. West's TOOTH  
BRUSH & PASTE  
1.00 Value . . . 69c  
BOTH FOR . . . 69cIVORY FLAKES  
LARGE  
REG. 42c  
SPECIAL . . . 36cPLENTY OF  
FREE  
PARKING

## ACE Alarm Clock

Truly an "ace" among clocks. Helps you wake up the pleasant way. Clear . . . mellow-toned bell-trim, open hands, top stem shut-off.

REG. \$1.98  
SPECIAL . . . 1.88

9 ounce Libbey  
GOLD-BANDED  
GLASSES  
The genuine Sat-edge is velvety-smooth — guaranteed chip-proof.  
SALE PRICE  
6 for 54c

REFRIGERATOR  
DISH SET  
(WITH COVERS)  
Two 4"x4" Dishes  
One 4"x8" Dish  
Reg. 50c VALUE  
3 for 37c

**BARGAINS FOR THE HOME . . . MANY MORE**

SUPER SUDS	WASTE BASKET	GAS TOASTER	Aluminum COASTERS	COOKIE JAR	Plastic TABLE CLOTH
LARGE SIZE SALE PRICE . . . 33c	Sturdy, attractive Reg. 35c . . . 29c	Toasts 4 slices. SALE . . . 21c	Reg. 8 for 59c 8 for 47c	Colorful . . . extra-large. Reg. 79c . . . 66c	54" x 48" Big Bargain 1.49

**BARGAINS IN USEFUL GADGETS . . . MANY MORE**

PALMOLIVE SOAP	Royal House EGG SLICER	Window SQUEEGEE	CORD and PLUG SET	Leather WATCH STRAP	Moth-Proof CLOTHES HANGERS
For beautiful skin. Standard 9c Size . . . 9c	A handy gadget. Reg. 25c . . . 19c	Cleans glass with ease. Reg. 29c . . . 19c	6-Foot Reg. 59c SPECIAL . . . 44c	Easy to attach. SALE . . . 27c	Reg. 29c . . . 23c

**BARGAINS IN HOBBIES . . . MANY MORE**

IVORY FLAKES	Galfer FIELD GLASSES	Two-Blade JACK KNIFE	FLASHLIGHT	Metal UTILITY CHEST	Capitol CAMERA
LARGE REG. 42c SPECIAL . . . 36c	A sensational buy. Reg. 2.49 . . . 1.89	For work & play. Reg. 75c . . . 59c	2-Cell — with two batteries. Reg. 99c . . . 88c	For tools, fishing tackle, lunches, etc. Reg. 1.69 . . . 1.44	1.98 Camera with .27 Film 2.25 Value ALL for 1.89

**BARGAINS FOR SMOKERS . . . MANY MORE**

Hi-Dent TOOTH PASTE AND MOUTH WASH	MARAVEL SELECTOS	ASH TRAY	OOM PAUL PIPE	Official Popeye TELESCOPE
88c Value . . . 69c BOTH FOR . . . 69c	Box of 25 1.29	Heavy glass. <u>Only 10c</u>	Imported briar. 5.00 Value . . . 1.98	An unusual toy . . . great for the youngsters. Reg. 39c 29c

BOOK MATCHES  
Reg. 15c  
Carton of 50 Pads 11c

Announcing the Grand Opening of RAMON DRUG NEW SUPER DRUG STORE as WHELAN'S SALES AGENCY, at 454 South Indian Avenue, corner Ramon Road, completely departmentalized and streamlined . . . the most modern drug store unit in Palm Springs.

Whelan's streamlined modern Soda Fountain—truly the ideal meeting place for you and your friends. The food is tasty and always of the best. With our Grand Opening, we're offering many luscious fountain treats. COME IN AND CELEBRATE WITH US. THREE GREAT DAYS—THURSDAY, FRIDAY, SATURDAY, MARCH 11-12-13. 454 South Indian Avenue, Corner Ramon Road.

CLIP THESE MONEY-SAVING COUPONS AND SAVE—

**PERSONNA BLADE FREE**  
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**LUXOR KNIFE SHARPENER**  
Regularly 10c  
WITH COUPON 6c

**PAPER TOWELS**  
High-quality absorbent.  
Stock up now!  
150 Sheet Roll 17c

**COPPER MESH POT CLEANER**  
Regularly 10c  
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**MIRACLE CAN OPENER**  
Regularly 15c  
WITH COUPON 9c

**PAPER NAPKINS**  
Regularly 17c  
WITH THIS COUPON  
80 for 11c

**Quik NAIL POLISH REMOVER**  
Giant 4-OUNCE BOTTLE . . . 7c\*

**Pin-Up Girl BOBBY PINS**  
36 for 6c

**Shoe Horn WHISK BROOM**  
Regularly 15c  
WITH COUPON 9c

**Kitchen-Charm WAX PAPER**  
Comes in cutting-edge box.  
Reg. 25c 125-FOOT ROLL 17c

**Sterling FLASHLIGHT BATTERIES**  
2 for 7c

**BARBASOL** 50c Size 27c  
**SIMILAC** Reg. 1.13 Pound 83c  
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**ASPIRIN TABLETS** (5) Grain 100 for 9c  
**RUBBING ALCOHOL** 34c Size Pint 19c

**Colgate's BEAU CAKE** Wonderfully flattering cake make-up with sponge.  
Formerly 1.50 Now 75c\* 2 for 25c\*

**Handsome COSMETIC BAG** Reg. 25c 17c

**Revlon FASHION PLATE** with GIFT BOX of FACE POWDER BOTH FOR . . . 1.75\*

**Reg. 1.00 MULTICOMB** 4 rows of teeth . . . massages and stimulates.  
SPECIAL . . . 79c

**PLASTIC CLOTHES HANGER** Sturdy construction. Better get several now!  
25c Value Special 11c

**Whelco HEATING PAD** 3 heats. Removable and washable outer cover. Very low priced at only . . .  
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**CLINICAL THERMOMETER** Quick focus for easy reading accuracy.  
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**THERAPEUTIC LAMP** with Hand Guard and Bulb  
Guaranteed 1 year HOT WATER BOTTLE  
Soothing heat to relieve aching muscles.  
Reg. 86c 67c SPECIAL 67c

**Capitol CAMERA** High quality. Guaranteed for 1 year. 2 quart capacity.  
Reg. 86c 67c SPECIAL 67c

**RAMON DRUG CO.** SALES AGENT  
454 S. Indian Ave., Corner Ramon Road  
PALM SPRINGS, CALIF.

Cut Prices  
Always

WE RESERVE THE RIGHT TO LIMIT QUANTITIES

The Following Firms Are Proud of Their Association With the RAMON DRUG CO. as a WHELAN SALES AGENT and Join in Congratulating Them

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